AUGUST 18, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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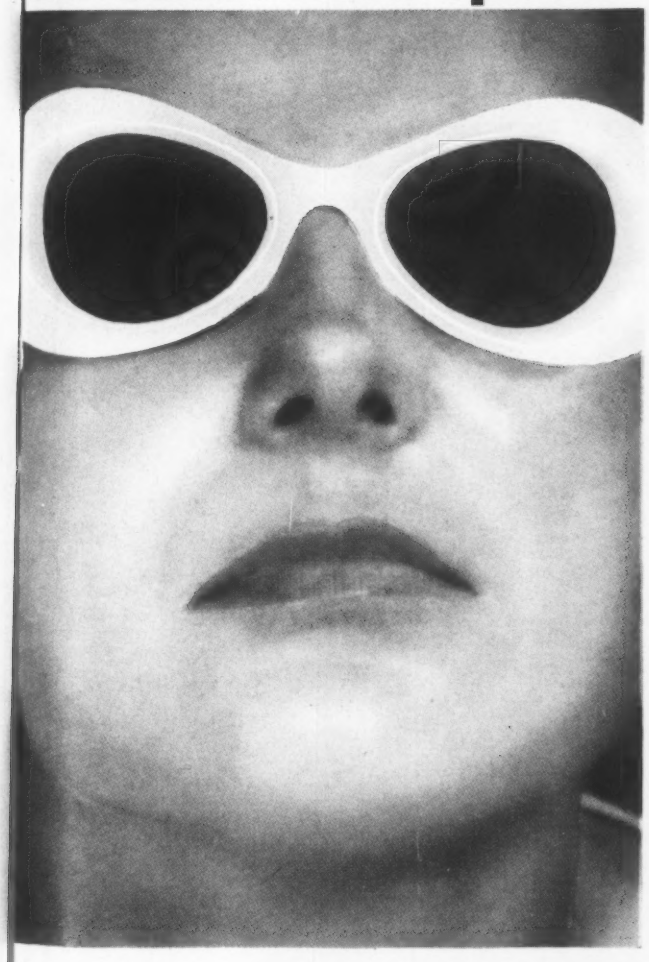
all sale . . . no spurn!



FIRST AND ONLY: *won't chase viewers . . . guaranteed!*

FIRST AND ONLY: *stays with audience for full effect!*

The first television station that is thoroughly absorbed — down through the first layer, right to the second layer of audience consciousness. It gives you a new, deep kind of penetration.

This softens the sell luxuriously. Leaves no sticky mess to block the sales message. KPRC-TV gives you a faster, longer-lasting impact. A beautiful sun-gold sale . . . All sale . . . no spurn!

EDWARD PETRY & CO., National Representatives

new KPRC-TV CHANNEL 2

(With apologies to Tartan)

OO EE OO AH AH... ..and BILL BURRUD

Sometimes when we feel the need for a little self-glorification, we run a slogan with our station call-letters. It reads: The Travel-Adventure station.

Seems there are a lot of people, perhaps a couple of million in Southern California, who get a vicarious kick out of seeing far-off places; and the farther the better.

Well, to accommodate this mass hunger for travel, several months ago we cleared a full-hour's strip between 7 and 8 each weekday night, and filled it with no less than **10 different** T. & A. programs.

We won't claim every show's a blockbuster, but most are downright fascinating to a great many people, as a bucketful of ratings will verify.

The fellow who supplies us with some of the best of the series is Bill Burrud. Whether it's chasing witch-doctors down the Congo, or searching a fortune in Trinidad treasure, Bill's camera-laden cohorts have captured some pretty exciting, and beautiful, stuff. And Burrud, who in tenderer years was a movie moppet, handles his chores as host and narrator with personable charm.

Now watch out! Here's the pitch. As this is written, Burrud's **Wanderlust**, on Mondays, which has always been one of KCOP's outstanding programs, is momentarily available. It is uniquely entertaining; attracts a family audience; and delivers a goodly chunk of the Southern California market.

Interested? Give your Petry Man or us a call.

KCOP 13

Los Angeles' most powerful station
represented nationally by Edward Petry & Co., Inc.

1000 N. CAHUENGA, HOLLYWOOD 38

hardly a prospect for a new car....

Oh, don't get us wrong... Susie would dearly love to see a new 1959 model in the driveway — but it's Mom and Dad who control the purse-strings. And lets face it: Mom's average hectic day is being spent more and more with the *soothing music* of the standards and better pops... the kind of music she can always find on WFAA RADIO! And Dad? Well, he's still a newshound and sports fan — preferring *network radio* to keep him posted accurately and quickly. Here, too, more men turn to WFAA RADIO than any other!

Moral: It pays to *pinpoint* your advertising!

the stations with "variety programming"

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC

Radio service of The Dallas Morning News
Edward Petry & Co., National Representative

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

sales grow LARGER

Your profits increase! This pioneer station ranks first in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. *Your advertising budget goes farther!* The multi-city coverage which WGAL-TV delivers costs you far less than buying single-city coverage. The list of advertisers using the selling force of this pioneer station grows larger all the time. WGAL-TV is important in your selling plans.

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit.

UP FOR GRABS? • Will precedent be established by return of valuable vhf facility to FCC? That could happen in case of ch. 12 WVUE-TV Wilmington-Philadelphia, if Storer Broadcasting Co. does not find acceptable purchaser at equitable price for this facility, which must be disposed of under multiple ownership rule by virtue of Storer's $4.5-plus acquisition of ch. 6 WITI-TV Milwaukee [AT DEADLINE, Aug. 11].

•

Pending offers for WVUE-TV are being considered, and others are being sought, it's learned. Storer paid $5.6 million for tv property, plus highly profitable WIBG-AM-FM Philadelphia, which will not be sold. Unless Storer closes with qualified purchaser at worthwhile price, it would be prudent taxwise to turn in license to FCC, taking into account cash write-off of purchase price attributable to WVUE-TV plus accumulated losses, said to exceed $100,000 per month since acquisition in May, 1957.

•

MILWAUKEE RIDDLE • Acquisition by Storer of ch. 6 WITI-TV Milwaukee has aroused speculation on fate of CBS-owned ch. 19 WXIX (TV) in Milwaukee. It's open secret that WXIX hasn't acquired status hoped for any more than ch. 17 WBUF (TV) Buffalo did job for its NBC owner, with result that latter facility is being dropped in October in favor of ch. 2 WGR-TV regular affiliation. But CBS, according to highest authority, has no present intention of quitting uhf and, in fact, is now shifting WXIX (TV) from ch. 19 to ch. 18 in accordance with recent FCC authorization. Because of other Storer affiliations with CBS-TV, speculation generally is on shift of WITI-TV to that network.

•

It was also learned authoritatively that at least four companies had varying options to purchase ch. 6 facility in Milwaukee and each, in turn, had consulted CBS-TV brass about affiliation, but was given negative answer. In bidding almost until end was Capital Cities Television Corp. (WTEN-TV Albany - Schenectady - Troy; WTVD Durham - Raleigh) headed by Frank M. Smith. Company terminated bidding at about $4 million, it's understood. Some two years ago, Meredith Publishing Co. reportedly had option to buy facility but dropped it because of no assurance of CBS affiliation.

•

IKE AND SPECTRUM • Now that Potter Resolution to create five-man commission to undertake spectrum analysis is dead for this session, speculation centers around what steps, if any, may be taken during Congressional recess to cope with increasingly acute problem caused by demands of Government (military) for more spectrum space. One prediction is President Eisenhower will appoint his own study group which, of course, would not be binding on Congress, and therefore have no legislative force.

•

Irrespective of what President may do, it's foregone conclusion that at next session Congress again will consider legislation for study, but in more relaxed manner and without pressure of eleventh hour amendments which spelled doom of Potter Resolution in House because it shifted focus of probe from military to radio and tv use and FCC management of allocations. Big question will be whether probe should be handled by special commission or by joint congressional study committee. (See editorial, page 110).

•

COMING ATTRACTION • Surprise package of NAB Fall Conference series starting Sept. 18 will be specially produced film dramatizing tv code violations (including cleavage). Fifteen-minute documentary is based on clandestine romance in which denouement graphically demonstrates common program and commercial practices outlawed by code.

•

J. L. (Jack) Van Volkenburg, who resigned as president of CBS Television 20 months ago for family reasons, has moved from Englewood, Fla., to Los Angeles where he will become executive head of new enterprise only indirectly related to broadcast field. Announcement of project may be made this week. Since his resignation, he has continued as consultant with CBS.

•

ARBITRON UNKINKED • Arbitron, American Research Bureau's new "instant ratings" service whose New York start has been delayed since January by technical problems, reportedly has all kinks out and is set to go commercial literally any day now. In addition, ARB's seven-city Arbitron, compiling network ratings instantaneously and simultaneously from Chicago, Philadelphia, Detroit, Cleveland, Baltimore and Washington, as well as New York, is expected to be operating commercially in very near future.

•

Published report about imminent sale of Sunpapers *plus WMAR-TV Baltimore, are branded as without foundation by A. S. Abell Co. spokesman. It isn't denied that offers have been received but it's pointed out that properties are doing well and that there's no disposition on part of ownership to dispose of properties which have been in same hands for generations.*

•

DETERGENT FEUD • Here are ingredients of frantic and fascinating competitive battle in detergents field: Introduction by Procter & Gamble, Lever Bros. and Colgate-Palmolive of all-purpose liquid household detergents. To be introduced market-by-market: P & G's Mr. Clean, C-P's Genie and Lever's Handy Andy. Last-named product Friday (Aug. 15) named Kenyon & Eckhardt, New York, which will test in Chicago and Baltimore. Genie, via McCann-Erickson, at present is testing on radio-tv in San Francisco market, while Mr. Clean, via Tatham-Laird, Chicago, is expected to move with broadcast media.

•

New moves by soap giants in all-purpose liquid detergents come as Lestoil (Adell Chemical Co., Holyoke, Mass.), $9 million per year spot tv advertiser, continues to open up new markets reaching southward from its original northeast U. S. area (now in Georgia, slated to open Miami next) and westward (now in Detroit and newly in Evansville [see story, page 46] and expected to enter St. Louis). Lestoil is Adell's only mass-sold product; company forces distribution in given market via spot tv campaign on all stations and with this pattern has become tv's spectacular multi-million-dollar success story.

•

DAYBREAK EXTENSION • Reports place ABC-TV's "Operation Daybreak" close to SRO with advertisers committed to 56 out of 60 available quarter-hours per week. Favorable advertiser response has network officials turning naturally to possible extension of daybreak to total 70 quarter-hours weekly by making 11:30 a.m.-noon period available. Now confirmed: Addition in OD of Armour & Co., through Foote, Cone & Belding, and Reynolds Metal Co., through Buchanan & Co. Reynolds in fact shapes up as one of ABC-TV's heavyweight national advertisers, its buys for fall on network including also *Disneyland* and *All-Star Golf* series.

•

Although pay tv currently is dormant, Veterans of Foreign Wars, which led opposition to toll movement two years ago, is expected to adopt another strongly worded resolution at its convention in New York this week. Convention generally will have broadcasting caste, with one of principal addresses to be delivered by NAB President Harold E. Fellows on "Learn and Live" theme, and with NBC Board Chairman Robert W. Sarnoff to receive top award. (See story, page 81).

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

"Upstate New York" is a generic phrase that has been troubling Madison Avenue mapmakers ever since Asprin set the original tract record for American digestive systems.

Too many Manhattan cartographers generously think that Upstate begins on the steps of the 205th Street Independent station. But those same soothsayers niggardly limit our WHEN-TV market area to metropolitan Syracuse.

Proof of the true scope of our signal area is that a recent mail count on "One For The Show", seen weekdays from 1 until 1:30, listed response from the following 155 Upstate communities:

Adams
Adams Center
Altmar
Auburn
Baldwinsville
Barneveld
Bath
Beaver Dams
Bellona
Berkshire
Bernhards Bay
Boonville
Brewerton
Bridgeport
Camden
Camillus
Canandaigua
Canastota
Cato
Cayuga
Cazenovia
Central Square
Chittenango
Cicero
Clark Mills
Clay
Cleveland
Clifton Springs
Clinton
Clyde
Constantia
Cortland
Cuyler
DeWitt
DeRuyter
Dresden
Dryden
Dundee
Durhamville
Earlville
East Syracuse
Elbridge
Ellisburg
Elmira
Fabius
Fayetteville
Freeville
Fulton
Geneva
Georgetown
Greene
Groton
Hamilton
Hannibal
Harford Mills
Hastings
Henderson
Holcomb
Holland Patent
Homer
Hornell
Horseheads
Hubbardsville
Interlaken
Ira
Ithaca
Jamesville
Jewell
Jordan
Kirkville
Lacona
Lafayette
Lake Pleasant
Liverpool
Lodi
Ludlowville
Lyncourt
Lyons
Macedon
Manchester
Manlius
Mapleview
Marcellus
Marcy
Marion
Martville
Mattydale
McConnellsville
Memphis
Mexico
Moravia
Morrisville
Nedrow
Newark
New Hartford
North Syracuse
Norwich
Oneonta
Onondaga
Oneida
Oriskany
Oswego
Ovid
Palmyra
Parish
Pennellville
Penn Yan
Phelps
Phoenix
Poland
Port Byron
Prospect
Pulaski
Raquette Lake
Red Creek
Richfield Springs
Richland
Rochester
Rome
Savannah
Scipio Center
Seneca Falls
Sherburne
Skaneateles
Sheds
Sodus
Solvay
South Otselic
Stanley
Sterling
Sylvan Beach
Syracuse
Taberg
Trumansburg
Tully
Utica
Vernon
Verona
Verona Beach
Warners
Waterloo
Waterville
Watertown
Watkins Glen
Weedsport
West Leyden
Westmoreland
West Winfield
Whitesboro
Willard
Williamson
Williamstown
Wolcott
Woodville
Yorkville

For those interested in additional information we recommend the advanced courses in New York State geography to be given in Katz College this fall semester. Write or call to the attention of the Registrar, Katz, 666 Fifth Ave., NYC 19.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

What Happened in 85th Congress—Preparing to step into the pages of history, it has left a deep imprint of the FCC and radio-tv industry. Investigations forced one commissioner to resign, attacked the character of others; hit the industry for ex-parte relationships; blasted FCC for inactivity on uhf. Few phases of industry untouched. Page **31.**

Blatnik Blast—Blatnik committee flails Federal Trade Commission and Food & Drug Administration for poor policing of weight reducing nostrums; recommends among other things that provisions of mail fraud or cease and desist orders be applied to all other manufacturers of same product—and to media. Page **35.**

Detroit Rumblings—Buick will be much bigger in spot radio than it was last fall to introduce its new model, to be out this year in only a month. Reports also from Oldsmobile, Lincoln-Continental and Ford Passenger Car. Page **39.**

The Big Brands in Network Tv—The first five in June and in second quarter of the year include Tide, Winston, Anacin, Chevrolet and Viceroy. TvB's breakdown on gross time charges for June and cumulative totals. Page **43.**

Spot Radio Rise Noted—First six months estimate passes $93 million for all-time record, SRA reports. Further gains, likelihood of 10% increase for full year, are seen. Page **46.**

Lestoil's Evansville Story—How multi-million-dollar Lestoil was led to Evansville market via hand-in-hand campaign with local uhf station. Page **46.**

Excise Tax Protested—Advertising Federation of America calls on its members to oppose contemplated IRS ruling. Page **46.**

Tv Back on the Farm—A quarter million dollars put up by American Cyanamid's Farm & Home Div. for resumption in fall of its first tv venture made last spring of a 13-week syndicated farm tv news series. Page **48.**

Lever Embraces Free Plug—Searches on behalf of Pepsodent's Stripe toothpaste for "open" time spot to discuss virtues of new dentifrice. Soliciting includes radio stations, but Stripe, a spot tv advertiser, does not buy radio spot at this time. Pepsodent toothpaste, for that matter, is under spot tv's wing. Page **51.**

Riding High With Nehi—D'Arcy Adv., recovering from the loss of the $15 million Coca-Cola account in early 1956, comes abreast of its peak 1955 billing by acquiring $3 million Nehi Corp. account. Page **51**

Recipes for P. I.—Midwest Publishing Group plans extensive tv spot campaign on modified per inquiry basis to peddle cook books bearing "Good Housekeeping Seal of Approval." Page **52.**

There's Economy in Big Buys—That's thesis of new study by NBC-TV which cites decline in cost-per-thousand corresponding to increase in size of station lineup. Page **58.**

CBS Moves to Front—Surpasses RCA in net profits for first time, reaching $27.2 million midyear profit before taxes. Page **62.**

Confederate Union—ABC and Warner Bros. sign special contract under which Burbank-based studio would produce series of 90-minute or two-hour long spectaculars on Civil War, slated for telecast after 1960—to coincide with 100th anniversary of war between the states. Page **63.**

Network VTR Spots Protested—Film Producers Assn. of New York says it intends to seek Congressional probe of tv networks activity with videotape as prelude to possible antitrust action. Page **63.**

Opposition to Clear Channel Plan—CCBS, CBS, NBC, Westinghouse and others tee off on FCC rulemaking to duplicate 12 Class I-A clear channels. Page **64.**

Don't Take It Out on Us—WMBO claims it is innocent victim of FCC pique at appeals court; due to ask reconsideration today of Commission order that station file renewal application in order to permit hearing on protest against establishment of new station in Auburn, N. Y., market. Page **70.**

NAB Ready for Autumn—Fast-moving 1½-day format drawn up for annual Fall Conferences, with emphasis to be placed on management and economic problems. Page **72.**

National Theatres' Bid—NTA board to vote this week on offer to buy controlling stock interest. Page **82.**

News Coverage vs. 'Property Rights'—TelePrompTer Corp. seeks injunction to prevent WOR New York from broadcasting summaries of Floyd Patterson-Roy Harris heavyweight bout, to which TelePrompTer holds radio, television and motion picture rights. Page **91.**

MR. MURPHY

House Divided—Commercial producers and writers functioning independently of each other are apt to turn out only near-great commercials, says John W. Murphy, head of commercial production for Kenyon & Eckhardt. He tells the secret of writer-producer teamwork in MONDAY MEMO, Page **109.**

DEPARTMENTS

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Eye-opener for advertisers

To get full results from radio advertising, sales and advertising executives need to understand the complex program elements which, when properly combined, give Spot Radio its tremendous selling-power. These elements are clearly defined in the John Blair Report, LOCAL RADIO PROGRAMMING, recently published. It is termed an "eye-opener for advertisers" because it brings into sharp focus the exacting skill demanded of station-management in creating an overall program-structure that consistently builds maximum audience for the station, and sales for its advertisers. Hence the book contains a wealth of information vital to any executive charged with the responsibility of moving mass-market goods at a profit. For the complete report, write John Blair & Company, 415 Madison Avenue, New York 17, N. Y. Price, one dollar.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York....WABC
Chicago....WLS
Los Angeles....KFWB
Philadelphia....WFIL
Detroit....WXYZ
Boston....WHDH
San Francisco....KGO
Pittsburgh....WWSW
St. Louis....KXOK

Washington....WWDC
Baltimore....WFBR
Dallas-Ft. Worth....KLIF-KFJZ
Minneapolis-St. Paul....WDGY
Houston....KILT
Seattle-Tacoma....KING
Providence-Fall River-New Bedford....WPRO
Cincinnati....WCPO

Miami....WQAM
Kansas City....WHB
New Orleans....WDSU
Portland, Ore....KGW
Denver....KTLN
Norfolk-Portsmouth-Newport News....WGH
Louisville....WAKY
Indianapolis....WIBC
Columbus....WBNS

San Antonio....KTSA
Tampa-St. Petersburg....WFLA
Albany-Schenectady-Troy....WTRY
Memphis....WMC
Phoenix....KOY
Omaha....WOW
Jacksonville....WJAX
Nashville....WSM
Knoxville....WNOX

Wheeling-Steubenville....WWVA
Tulsa....KRMG
Fresno....KFRE
Wichita....KFH
Shreveport....KEEL
Orlando....WBDO
Binghamton....WNBF
Boise....KIDO
Bismarck....KFYR

at deadline

NBC-TV PLANS COST-SHARING VTR DELAYS

Plan by which NBC-TV affiliates in standard time areas would help bear cost of delaying network broadcasts during daylight saving time months has been devised by NBC, which hopes to put it into effect next year, it was learned Friday.

Plan as reported to NBC-TV Board of Delegates, it's understood, calls for NBC to install equipment necessary to assure delivery of high-quality picture on delayed basis (poor quality has been complaint in many areas during past DST periods), with NBC absorbing these costs but standard time stations paying line charges.

Cost to these stations—currently there are 116 NBC-TV affiliates on standard time—estimated at 5⅓% of their network revenues, but with network planning to rebate appropriately if this proves higher than necessary. Network understood to take position that delivery of high-quality picture easily justifies this move, but that necessary equipment etc. is so expensive that standard time stations—for whose benefit DST delays are run—ought to help pay some of cost. Alternative, if enough standard-time affiliates fail to go along, understood to be less expensive system with less assurance of picture quality.

On another front, NBC-TV said to be getting ready to move formally against triple spotting. Officials reportedly told Board of Delegates they expected shortly to send out affiliation contract amendments in which stations would stipulate they will carry each NBC-TV program complete up to 30th second before start of next program (or before start of next segment, in programs interrupted by station breaks) and also to carry full network identification, network program promotion material, etc. (except promotions for programs not carried by station, in which case promotions for other programs, public service announcements and similar material would be substituted). Plan is similar to one inaugurated by CBS-TV short time ago [ADVERTISERS & AGENCIES, June 23], except that NBC-TV plan would not require stations' weekly reporting form to be sworn.

Affiliates Board of Delegates meeting, held Wednesday, also heard network officials outline plans for fall programming and fall program promotion. Board, headed by Walter Damm of WTMJ-TV Milwaukee, also was assured NBC-TV expects its fall schedule to be sold out by start of season.

Major Radio-Tv Staff Changes Announced by Gardner Adv.

Realignment of Gardner Adv. Co.'s tv-radio department announced Friday by Charles E. Claggett, agency president, looking toward closer coordination of programming and commercial functions in St. Louis, New York and Hollywood.

Among changes: Beatrice Adams, vice president and tv-radio creative director, assigned to select broadcast projects "including experimental work and special assignments for all Gardner accounts"; Dean Pennington, vice president, becomes director of tv-radio commercial dept.; Ralph Pasek, assistant director and commercial production manager; John Gunter, formerly on Monsanto corporate account group, to St. Louis program director and business manager, tv-radio dept.; James Fasholz, of Busch Bavarian beer account, assistant St. Louis program chief; Fred Czufkin and Trent Eberts named visual directors.

Peter Paul in 50 Markets

Peter Paul Inc., Naugatuck, Conn., through Dancer-Fitzgerald-Sample, N. Y., buying top 50 markets for 12-week spot tv campaign to begin Sept. 12 for Mounds and Almond Joy. Drive will use nighttime minutes and station breaks.

NBC Starts Business News

NBC Radio next Monday (Aug. 25) to start programming *Today's Business Trends*, round-up of business and financial news, in Monday-Friday 5:30-5:35 p.m. time period, with Bob Wilson as commentator. Network is making program available to affiliates for sale to local advertisers.

Helena Rubenstein's Tv Spot

Helena Rubinstein Inc., New York, out of tv since dropping ABC-TV *Sid Caesar Invites You* last spring, making return to medium—this time in spot. Rubinstein will promote two new (currently "classified") cosmetics in addition to staple lines in top 28 markets for 10-week pre-Christmas push starting Sept. 10. Agency: Ogilvy, Benson & Mather, N. Y.

TRIPLE SPOTTING

CBS-TV appears to be running into no obstacles in its effort to stamp out tripple-spotting evils by amending its affiliation agreements with stations [LEAD STORY, June 23]. Network has heard from all but bare handful of affiliates and reports it has been given unanimous endorsement by all those replying to amendment proposal.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 39.

AIR-WICK PLACING • Lever Bros., N. Y., has placed first major tv spot campaign on behalf of Air-Wick household air freshener. Drive starts Sept. 15 in top 30 tv markets of U. S. and will run at least eight weeks. Air-Wick was acquired by Lever from Seeman Bros., N. Y., few months ago; product historically used radio and print. Foote, Cone & Belding, N. Y., is Air-Wick's agency.

BOWLING NETWORK • National Brewing Co. (National Boh) Baltimore, major sports buyer, to sponsor *Strikes 'n' Spares* live bowling series on nine-station eastern tv network. Bert Claster-produced series signed for 52 weeks through W. B. Doner Co., Baltimore. Five stations to start Sept. 8—WBAL-TV Baltimore; WBOC-TV Salisbury, Md.; WSBA-TV York, Pa.; WTPA (TV) Harrisburg, Pa., and WMAL-TV Washington. Joining Nov. 3 will be WSVA-TV Harrisonburg, Va.; WRVA-TV Richmond, Va.; WLVA-TV Lynchburg, Va., and WTAR-TV Norfolk, Va. Matches to be staged in Baltimore Mondays 7:30-8 p.m.

RISE NET PLANS • Carter Products (Rise shaving cream), N. Y., primarily spot advertiser, considering return to network sponsorship on larger scale than in past. Advertiser, which has sponsored CBS-TV's *Sunday News Special* and has participated in ABC-TV's *American Bandstand*, reportedly has bought 15-minute pro-football warm-up series on CBS-TV this fall along with General Mills' Wheaties; may also continue with similar type program into network's hockey coverage. Agencies: Sullivan, Stauffer, Colwell & Bayles (Carter), N. Y. and Knox-Reeves, Minneapolis (General Mills).

GULF LOOKING • Gulf Oil Corp., Pittsburgh, looking for availabilities in about 70 top U. S. markets for its annual fall-winter-push starting Sept. 22 for 13 weeks. Gulf, via Young & Rubicam, N. Y., basically will follow same station pattern set last spring. Gasoline company takes tv spot hiatus in summer.

VIDEO FOR VICK • Vick Chemical Co. (cold remedies), N. Y., set to launch six-month spot tv campaign in late September and currently seeking availabilities in major markets throughout country. Agency: Morse International, N. Y. Vick also has made major buy on NTA Film Network. (See story, page 82).

at deadline

WSPD-TV Toledo Joins ABC-TV; New WTOD-TV Names H-R

Storer Broadcasting Co.'s WSPD-TV Toledo, only operating tv outlet there, switches primary affiliation from CBS-TV to ABC-TV effective Oct. 26, it was announced Friday (Aug. 15) by Lee B. Wailes, Storer executive vice president, and Alfred R. Beckman, ABC vice president in charge of tv station relations. ABC-TV claims this is first instance in one-station market where it has swung over primary affiliation from other networks. WSPD-TV continues CBS-TV and NBC-TV affiliations on secondary basis and continues top basic one-hour rate of $1,000.

Mr. Wailes noted "ABC-TV's rapid emergence to major stature and the broadening of program service available between WSPD-TV and our Detroit station, WJBK-TV, both of which are currently primary affiliates of CBS-TV, will result in a greater diversity of programming to the people within the service area of WSPD-TV." Mr. Beckman said WSPD-TV primary affiliation with ABC-TV "is a landmark in ABC-TV history. It reflects the changing pattern of the industry."

[EDITOR'S NOTE: Meanwhile, Frazier Reams, president of WTOD Toledo, told BROADCASTING Friday new ch. 11 WTOD-TV should be on air in November and no later than Dec. 1, weather permitting. He announced appointment of H-R Representatives Inc. as exclusive national rep. Both CBS and NBC, it was learned, are discussing affiliation with new WTOD-TV with likelihood decision will be reached in New York this week.]

FLOWER FIGHT

Faction split within Florists Telegraph Delivery Assn. is behind-scenes tug over which of four agency contenders might come up with $2.8 million ($2.6 million in tv) account lost by Grant Adv. last month. Contenders: Keyes, Madden & Jones; Cunningham & Walsh; MacManus, John & Adams, and N. W. Ayer & Son. Decision probably will be made in Detroit this week. One segment of FTDA membership reportedly wants to move headquarters to Chicago. MJ&A is agency with Detroit headquarters; KM&J headquarters in Chicago while C&W and Ayer both have Chicago offices. Expected: Account will be split between advertising and public relations, both serviced by Grant in past.

KCBS Announces Rate Cuts

CBS-owned KCBS San Francisco in new card rate effective yesterday (Aug. 17) on overall basis cut announcement rates 10 to 17% and program rates 5% below previous rate card, marking first cut in several years of progressive rate increases. Nighttime announcement and program rates were cut by "slightly higher" percentages. Disclosing move Friday (Aug. 15), CBS said KCBS basic one-hour rate slides from $280 to $265, one-minute from $50 to $42.

PEOPLE

FRANK CHIRKINIAN, with WCAU-TV Philadelphia as executive director of programs for two years, to CBS Sports as producer-director.

WALTER M. HEYMANN JR., sales development director, and Lester A. Delano, marketing services director, elected vice presidents at North Adv., Chicago.

JAMES C. McDONOUGH, formerly account executive at Erwin Wasey, Ruthrauff & Ryan, Chicago, named vice president and creative director of W. B. Doner & Co., Chicago.

ROBERT A. LOEBER, former radio sales representative with ABC and NBC, to Mutual, Midwest Div., as account executive.

TOM THUMAN, account executive, World Broadcasting System and previously general manager of former WILD Birmingham, appointed general manager, WORD Spartanburg, S. C.

PAT HARRINGTON JR., former account executive in NBC-TV sales department, to WABD (TV) New York in similar capacity.

Swarm of Filings at FCC Opposing Clear-Channel Plan

Opposition to FCC's clear-channel proposals continued to be submitted to Commission Friday as deadline saw flood of last-minute filing (see early study, page 64).

Among last-minute filings: ABC disagreed with proposals to duplicate five of 12 Class I-A frequencies at specified Western areas, including ABC's WABC New York in New Mexico. Network claimed Commission unfair to consider only 770 kc or 1030 kc in working out solution to KOB case, urged that other channels be considered. Network also claimed proceeding at odds with regular procedure, called for evidentiary hearing before any Class I-A stations are forced to accept second outlet on their frequency. It also claimed that FCC proposal is piecemeal approach.

WCCO Minneapolis, 50 kw on 830 kc, supported Commission proposals (which would leave 830 kc unduplicated), but urged FCC to permit Class I-A outlets to boost power above 50 kw maximum. WHO Des Moines, Iowa, 50 kw on 1040 kc which will remain unduplicated, arrayed itself with CCBS position, asked Commission to approve higher power for unduplicated Class I-A.

WNYC New York, daytimer on 830 kc, which has been operating night hours under special service authorizations for last 15 years, served notice it wanted full-time operation and Commission should consider duplicating 830 kc in East. WCKY Cincinnati, Class I-B on 1530 kc, urged that additional Class I and II stations be permitted on 12 frequencies proposed to be untouched; also called for continuance of 50 kw limitation; suggested that all Class I-A channels be duplicated.

GENERAL FOODS TO NAME FOURTH AGENCY

To keep pace with its expanding product lines, General Foods Corp., White Plains, N. Y., top broadcast advertiser, announced Friday it would appoint a fourth advertising agency in "near future."

Bulk of General Foods' products (they total 75) handled by Young & Rubicam and Benton & Bowles with sizable portion also serviced by Foote, Cone & Belding. Food advertiser, which spent $87 million in advertising for fiscal year ended March 31, 1958, with broadcast media tallying substantial part of total, also announced number of product assignments among its present advertising agencies to be effective after first of year and in line with its marketing expansion.

According to E. W. Ebel, vice president in charge of advertising, search for fourth agency narrowed to bases of quality, scope of services, New York area location and "consideration of competitive situation." Mr. Ebel revealed its newly-appointed agency would receive vacuum packed ground coffee in Maxwell House line now handled by Benton & Bowles but gave no other details.

"Call for greater flexibility in agency assignments," said Mr. Ebel, made necessary by GF having number of new products in development stage. New agency assignments effective after Jan. 1: Y&R turns over to FC&B, Calumet baking powder, D-Zerta, Minute Potatos and Walter Baker (chocolate). It was understood these latter four products alone will represent nearly $3 million additional billing for FC&B. Y&R retails Jello, Birds Eye, Sanka, Swansdown, Postum and 18 other products.

B&B will handle "new coffee assignments" and two new products in Gaines (dog foods, biscuits etc.) line, will give up Maxwell House vacuum packed ground coffee to new agency, retains Instant Maxwell House (now General Foods' largest advertising account, according to Mr. Ebel) and entire Post cereals and Gaines lines as well as GF's institutional products division.

WE HEARTILY RECOMMEND AND ENDORSE

THE PUBLICITY AND PROMOTIONAL ORGANIZATION OF

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WBKB

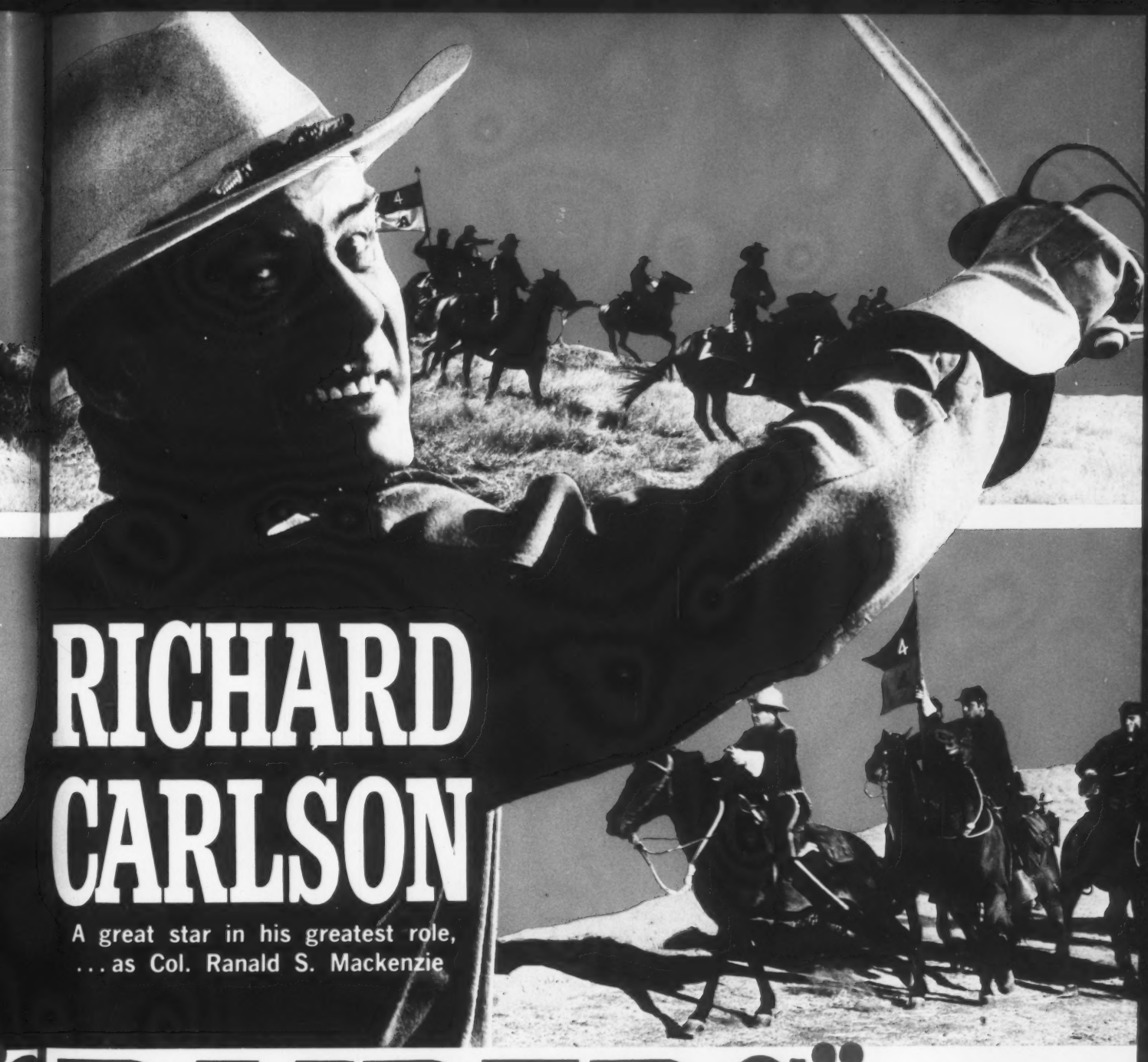
CHANNEL 7

CHICAGO, ILLINOIS

AN ABC OWNED STATION

Sterling C. Quinlan, Vice President

ACTION!
ADVENTURE!
DARING!
MACKENZIE'S
AMERICAN HERITAGE
Fairfax Downey
INDIAN-FIGHTING ARMY
THE MACKENZIE RAID
A FIERY CHAPTER
IN U. S. HISTORY!



RICHARD CARLSON

A great star in his greatest role,
... as Col. Ranald S. Mackenzie

"S RAIDERS"

THRILLING!
COLORFUL!
PANORAMIC!

His orders from the President of the United States:

"BE BOLD! BE ENTERPRISING! BE RELENTLESS! MAKE THIS LAND A FIT PLACE FOR AMERICANS TO LIVE."

ZIV Television

UNITED AIR LINES

JUST A LITTLE RAG DOLL

Some minutes after all the passengers had left, the pilot snapped his logbook shut and started down the empty aisle of his big Mainliner.

Empty? Not quite. In one of the seats, forgotten, lay a little rag doll.

He reached down and picked it up. It had the floppy, well-squeezed look dolls get when they're really loved. Any father who has helped a curly-head snuggle into bed with a favorite doll would know that here was a real tragedy. So the pilot went to work to find its small owner.

United's vast communications system, which speeds weather data, flight and reservations information coast to coast, can also trace a heartbroken little girl. With the help of willing United people thousands of miles apart, she was found. And a grateful mother wrote: "She has other dolls much newer and prettier. But this little rag doll is the only one close to her heart. I cannot tell you how much your returning it means to her, and to us."

No company rules told that pilot, and all of those who helped him, that finding the owner of a frayed little doll is important. Their action sprang from something far deeper—a genuine interest in people which, on the ground and aloft, results in "service in the Mainliner® Manner"—the extra care you enjoy at no extra fare when you fly United—the Radar Line.

U.S. STEEL HOUR

Chapter 83,402 of that perennial best-seller, "Tales of the Ole West," was deftly dramatized last Wednesday (Aug. 13) on the *U. S. Steel Hour*. Its title was "Old Marshals Never Die."

An expert, professional group assembled to do it justice. Writer John Vlahos, author of many excellent tv plays, was there. The Theatre Guild was there as producer, replete with guitar background, two real horses and faded dirty denims. William Shatner was there as the Young Marshal who could not forget (as everyone else had) what Cameron Prud'homme (as the Old Marshal) had done for the town in more rip-snortin' days. Kevin Coughlin was there as the Boy Who Wants To Be a Marshal. Each one of them acted capably and competently the classic story of Man Meets Town, Town Forgets Man, Man Saves Town. It ended (as all good Greek and Western tragedies should) in the dusty main street with the boy and the young man kneeling beside the dying old marshal.

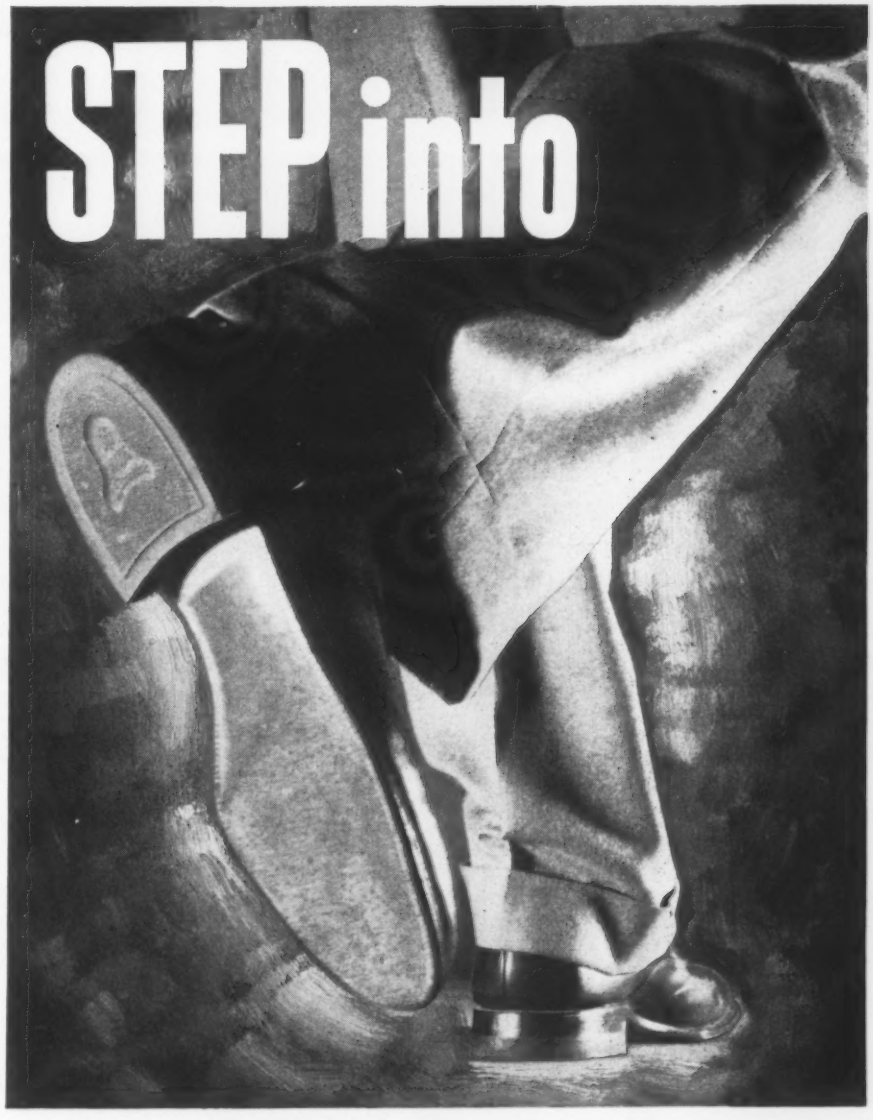
There were fleeting impressions throughout the hour that "Old Marshals" was not an original show at all but a repeat. It was a false if inevitable impression because of the preceding 83,401 chapters which made it nearly impossible for this latest chapter to produce any sort of a catharsis. At the show's end, the announcer urged viewers to tune in every other week to *U. S. Steel Hour*, the "Broadway of Tv." It must be said, albeit reluctantly, that last week was more like Dodge City than Broadway.

Production costs: Approximately $60,000. Sponsored by U. S. Steel through BBDO on CBS-TV Wednesday, 10-11 p.m. EDT. Producer: The Theatre Guild; director: Dan Petrie; author: John Vlahos, adapted from short story by John Holland; scene designer: Robert Markell; set decorator: Henry Hubbert; musical director: Ralph Norman Wilkinson.

BOOKS

PHYSICS AND MATHEMATICS IN ELECTRICAL COMMUNICATION by James Owen Perrine. John F. Rider Publisher Inc., 116 W. 14th St., New York 11, N. Y. 268 pages. $7.50.

Dr. Perrine, retired AT&T officer and former editor of the *Bell System Technical Journal*, believes that "the many men who are allied with technical endeavors but who did not get to go to college . . . could learn and grasp the principles and doctrines presented in this book by home study." For his treatise on conic section curves, exponentials, alternating current, electrical oscillations and hyperbolic functions, he takes Newton's motto, "Nature seems to be pleased with simple things." Thus reassured at the start, the student is helped along the way by simply-designed illustrations toward mastery of the physical concepts presented and their application to electrical communication.



240,800 TV HOMES*
JACKSON, MISSISSIPPI

When you walk into the lives of 1,452,800 people, you walk into greater profits. These families have an average effective buying income of $5,735.** They're in a sales-lively market rich in growth potential, where retail sales have increased a whopping 125% in ten years and where buying power is up 40%! Only two great TV stations in Mississippi's capital city reach this market. Why stay on the outside? The best door in the world is open to you.

*Television Magazine **Sales Management 1957 Survey of Buying Power

MISSISSIPPI IS SOLD ON TELEVISION

WLBT CHANNEL 3 HOLLINGBERY
WJTV CHANNEL 12 KATZ

This is the first in a series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

IS|S MR. THINKBIGLY

. . . who likes to advertise in a big way, with big names, big shows, big space — all the things that he'd been told would put his company in the big time.

Mr. Thinkbigly did very well!

Then he discovered that he could get his advertising before bigger audiences by putting a good part of his budget in spot television. Now Mr. Thinkbigly is showing bigger sales, *and* a bigger profit — and he likes that in a much bigger way.

Your PGW Colonel would like to send you a copy of "A Local Affair", a booklet which will show you how *big* spot television is on the local scene, where sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N. Y. C.

WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST			
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST			
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

KBIG
SELLS
234
SOUTHERN CALIFORNIA
COMMUNITIES FOR
71%
LESS COST

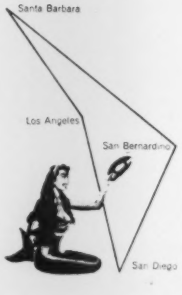
Profitable radio coverage of a mature, *convincible* audience . . . the "refreshing sound" of KBIG attracts regular listeners in *all* 8 Southern California counties. 91% are adults (Pulse, Inc.). And you reach them with KBIG for a cost averaging *71% less* than competitive stations. Ask your KBIG or WEED representative for proof!

KBIG

JOHN POOLE
BROADCASTING CO., INC.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205

Radio Catalina
for all Southern California
740 kc, 10,000 watts

National Representatives:
WEED & COMPANY



©1958 John Poole Broadcasting Co., Inc.

IN REVIEW CONTINUED

TAPE EDITING AND SPLICING for the Professional and Amateur Tape Recordist by N. M. Haynes, Robins Industries Corp., 36-27 Prince St., Flushing 54, N. Y. 24 pages. $.25.

The Long Island manufacturer of splicing equipment has excerpted editing and splicing instructions from Mr. Haynes' *Elements of Magnetic Tape Recording*, published last year by Prentice-Hall. Starting from a fascinating example on bird song editing (often they sing symmetrically, the same backward as forward), the manual gives detailed instructions on its subject, complete with illustrations and formulas. It looks like the last word on editing the recorded word.

OPEN MIKE

Well Read and Useful

EDITOR:

Your magazine is certainly well read by our company executives, particularly since the majority of our billings is in broadcasting. Week after week we discover very informative data in your publication which proves of extreme value to us.

Sherman Slade
Executive Vice President
Honig, Cooper & Miner
Los Angeles

Approved Translation

EDITOR:

I am writing to request three reprints of an article dealing with the Frey Report which appeared in your magazine March 3. These are to be used by members of a panel who will discuss Professor Frey's findings at our annual advertising conference Oct. 14. Professor Frey recommended your article as the best printed summary of his materials.

Robert D. Buzzell
Asst. Conference Director
Ohio State U., Columbus

Refreshing the Witness

EDITOR:

About a year and a half or two years ago the Amana Refrigeration Co. and CBS were involved in a lawsuit over the rate which Amana was paying to co-sponsor a television show. We were told that there was an article in BROADCASTING at that time describing the incident. One of our clients has asked us to rush this article to him.

Elizabeth L. Smith
Librarian
Campbell-Ewald Co.
Detroit

[EDITOR'S NOTE: There was indeed such an article. It appeared Jan. 14, 1957.]

Amending the Record

EDITOR:

BROADCASTING devoted two-thirds of a column in its Aug. 11 issue to the story of our new account, Hadacol Inc. However, in the last graf of the story the statement was made that "Sample theme running

PHONE NOW!
MARKETS
SNAPPED UP
EVERY DAY!

NEW
YORK
CONFIDENTIAL

starring
LEE TRACY

Produced on location! Most fabulous city in the world! Never before filmed for local market television!

D-X Sunray Oil Co. buys big midwest regional! Schaefer Beer! Pabst! CBS in New York! KTTV! Triangle! Westinghouse! Storer! Meredith!

Choice markets still available! Phone now! – PLaza 5-2100

Television Programs of America, Inc.
488 Madison Avenue • New York 22

Wire or phone
Michael M. Sillerman,
Exec. V.P., collect
today for your
market!

TPA

REPORT CARD

Name: SESAC's Back-To-School Package

Pupil: Sandy Bear In Melody Land

Subjects: 26 quarter-hour adventure-packed shows. Easy-to-sell, educational children's programming at its best.

Aided By: Alfredo Antonini and His Orchestra, the New World Symphony Orchestra, the Aeolian String Symphony and the Symphonic "Pops" Orchestra.

Selections: 150 of "the best music in America." Diversified popular classical favorites you'll use throughout the year. High-fidelity 16" ET's from the SESAC Transcribed Library.

Tuition: $49.50 for complete package including scripts and discs.

Extra-Curricular Activities: Individualized dealer aids available for advertisers and station promotions.

GENERAL INFORMATION:

SESAC's Back-To-School Package is a highly creative approach to children's programming. A sales-boosting series designed for either spot or full sponsorship that appeals to listeners and sponsors of all ages. Adaptable, versatile . . . perfect fall programming.

For top grades for you and your sponsors, just

CLIP AND MAIL TODAY

SESAC INC.
10 Columbus Circle
New York 19, N. Y.

( ) Enter my order (check enclosed) for the SESAC Back-To-School Package at $49.50 complete, to be sent prepaid.

( ) Please rush sample script, audition disc and sample dealer aids at no charge.

Name & Title _____

Call Letters _____

Address _____

City _____ State _____

SESAC INC.

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

© COPYRIGHT 1958 SESAC, INC., NEW YORK

who do you want?

We suspect that your primary advertising target is not the lollypop crowd but the shopping-bag set. If so, then look to WBBM-TV—the television station that dominates the daytime viewing of Chicago's housewives.

During the average daytime minute WBBM-TV is viewed by over 130,000 women. That's *46% more* than the next station, *95% more* than the third station and *120% more* than the fourth station.

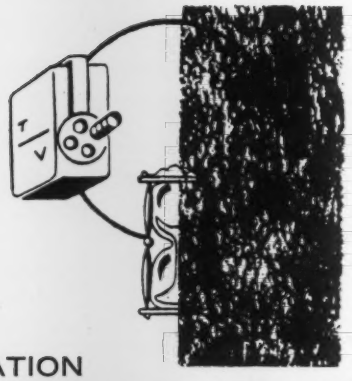
Next time a Chicago station offers you a daytime package, don't be suckered by any slide-rule sleight of hand. Fact is, other Chicago stations cost you 26% to 46% more to reach the same audience.

Today, as always, WBBM-TV reaches *more women, more often* and *more economically* than any other Chicago station.

WBBM-TV

Chicago's Showmanship Station—Channel 2
CBS Owned—Represented by CBS Television Spot Sales

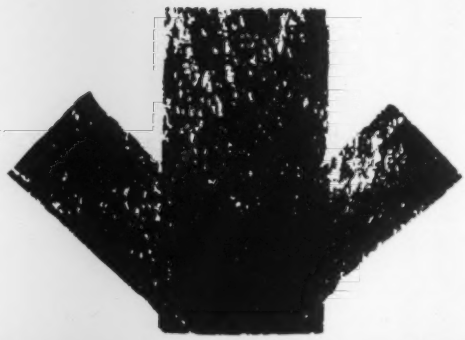
Source: Nielsen, November, 1957-May, 1958.



RADIO STATION

KWK

IN ST. LOUIS



THE ST. LOUIS MARKET

- 9th in retail sales
- 9th in food sales
- 9th in drug sales
- 8th in automotive sales
- 7th in filling station sales

REPRESENTED BY HEADLEY-REED CO.

through all commercials: 'Have you had it lately? We have it . . . new Super Hadacol!' "

Lest anyone get the idea that we lifted the Dad's Old Fashioned Root Beer slogan verbatim, we would like to correct the last graf to read: "You're never too old to feel young. Hadacol, Hadacol, Get it right away —If you ain't had it lately, get new Super Hadacol today!"

Herb Grayson
Account Executive
Mohr & Eicoff Inc.
Chicago

EDITOR:

In your July 28 issue you list Goodson-Todman with five shows. *What's My Line,* also a Goodson-Todman creation, was omitted from your listing, which would bring the total of Goodson-Todman shows up to six. Naturally, this does not include the two additional daytime shows we are currently producing.

I would like to compliment you on your July 28 issue, however, as it is extremely interesting to have the network schedule along with starting dates, etc.

Harris L. Katleman
Vice President
Goodson-Todman Enterprises
Beverly Hills, Calif.

[EDITOR'S NOTE: CBS-TV now owns *What's My Line,* having purchased it from Goodson-Todman, but the latter organization continues to furnish talent for the program.]

Concurring Opinion

EDITOR:

Since we can't measure creative talent by the gallon as we do gasoline, the practice of price cutting in film production is a dangerous one for all concerned, and I compliment BROADCASTING for publishing the MONDAY MEMO (July 14) by Rollo Hunter, in which he correctly labels the practice as "filmicide" and says it "can lead only to disaster." As a producer with 40 years experience in the field, I enjoin a strong "Amen."

As Mr. Hunter points out, the client is the real loser in the price war. The producer, stuck with such a low budget that he must take the cheapest way out, compromises on talent and techniques. Only shoddy and uninspired work can result. The client loses the opportunity to tell his story effectively, the agency producer loses his client's confidence, and the film producer winds up with little or no profit and a damaged reputation.

But while price cutting is short-sighted and harmful in the production of film commercials, it is a ruinous one to follow in producing motion pictures. The more the reels, the greater need for top-quality writing, direction, lensing, editing and overall creative planning if high audience interest is maintained throughout the picture. Creative talent has a price tag; it doesn't come wholesale.

Forty years of producing motion pictures have confirmed my earlier belief that the best and most effective films result largely from two simple factors: (1) Selection by the client of a reputable and experienced producer, and (2) solid client-film producer

relationship. The client is the big loser if he goes to another producer in midstream (usually answering the siren call of a newcomer in the field, whose press agent is ballyhooing his supposedly new wares). Price cutting is the wry deceiver, and client, agency and producer should recognize it for the chaotic situation it festers.

The Film Producers Assn. is doing an excellent job in promoting the establishment of high ethical standards among its producer members, but it alone cannot wipe out the evils in the price-cutting practice. The responsibility lies with agencies and their clients. Let's hope Mr. Hunter's article proves to be the opening gun in a joint campaign to end price war in the film industry.

William J. Ganz, President
William J. Ganz Co.
Div. of Institute of Visual Training
New York

The Censorship Code

EDITOR:

Kindly send 10 reprints of the text of the stand-by censorship code.

Henry G. Brown,
Information Officer
Office of Defense & Civilian Mobilization, Region I
Harvard, Mass.

EDITOR:

. . . 10 copies. . . .

C. Robert Thompson,
General Manager
WBEN-AM-FM-TV Buffalo, N. Y.

EDITOR:

. . . 20 copies. . . .

William Weinrod
KHFM (FM) Albuquerque, N. M.

EDITOR:

. . . 10 copies. . . .

Elmer G. Sulzer, Director
Radio & Tv Communications
Indiana U., Bloomington, Ind.

EDITOR:

. . . 10 copies. . . .

Dody Sinclair, Station Manager
WJAR-AM-TV Providence, R. I.

EDITOR:

. . . 10 copies. . . .

Robert A. Reynolds, Chief Engineer
WSTC Stamford, Conn.

[EDITOR'S NOTE: The story and text about the government's stand-by censorship code were carried exclusively in BROADCASTING Aug. 4. Reprints are available at cost, 10 cents per copy, minimum order 10 copies.]

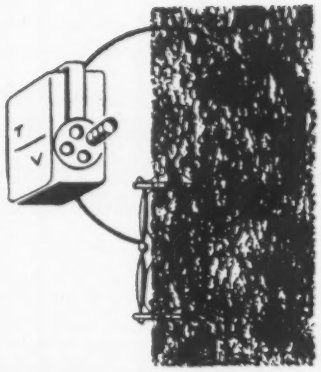
Mystery Solved

EDITOR:

Your issue of March 10, 1958, carried an article entitled "Taking the Mystery Out of Ratings." It was an excellent article, and I would very much like to have a copy.

Norton Gretzler
Radio-Tv Account Executive
Ketchum, MacLeod & Grove
New York

[EDITOR'S NOTE: Copies are available at 10 cents each.]



HEADLEY-REED

proudly announces
their appointment
to represent

KWK

New York, Chicago, Atlanta,
Philadelphia, St. Louis, San Francisco,
Los Angeles

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A
Billion Dollar
Market
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to Robert Fisher Lewine

"He's got the sense beyond talent—taste."

The words are those of a hard-dealing agency executive distilling in a sentence his 12-year view of Robert Fisher Lewine, NBC-TV vice president in charge of programs.

"He makes sense. You can do business with him."

This is a front-rank television writer's description of the same Mr. Lewine.

A businessman with sensitive compassion for talent, Mr. Lewine is at the same time a critical showman with an honest understanding of the client's problems.

"Bob Lewine is an ambassador of television," said Henry Fownes, vice president and manager, MacManus, John & Adams, New York. "He represents the art to the industry and vice versa; and in my opinion few people have ever done it any better. He knows his business. And yours."

A remarkably kind man in his personal dealing ("He's a guy who makes you realize there are two words in gentleman"), he is firm and sophisticated in his working view of programming. In a "welcome aboard" memo recovered from one of his aides, he had counseled: "Dare to be different; consider your writer an indispensable ingredient in any program; go for the finest available creative talent because this is the best insurance against failure; take your time if possible in developing the idea; don't talk down to your audience; make your stories and characters believable and resign yourself to the realities of television programming—you can't hit a home run every time at bat."

Born in New York City on April 16, 1913, Mr. Lewine took his primary education there at The Franklin School for Boys. In 1930 he entered Swarthmore College, Pa., where another student, who was to figure in his later career, was just going into the senior term. His name was Robert Kintner. There is no record they knew each other.

At Swarthmore Mr. Lewine was a member of the junior honor society, KWINK, and its senior equivalent, Book and Key (Mr. Kintner previously had been a member of these two societies). Mr. Lewine was president of the little theatre group, captain of the golf team, manager of the varsity basketball team and vice president of the Athletic Assn.

He was graduated in 1934 with a B.A. degree and the intention of following a career in advertising or entertainment, but the waning years of the depression dictated otherwise so he entered the family realty firm in New York and remained there until Dec. 7, 1941. The day after Pearl Harbor he applied for a Navy commission, served three years and came out a lieutenant in 1945.

Anticipating the television boom by more than three years, Robert Lewine joined Cine-Tv Inc., a television program research organization, his first professional association with programming. By mid-1946 he had been elected a vice president and remained with the firm until it died of premature birth.

The following four years he worked free lance as a producer and television film consultant to a Hollywood firm and in May 1950 was asked to head the radio-television department of the Hirshon-Garfield Adv. Agency.

Two and a half years later he made the critical turn to network programming, accepting an ABC-TV offer to officiate as eastern program director under Charles Underhill. In 1954 he was named national program director and in January 1956 became vice president in charge of programming and talent for the network.

In the meantime his erstwhile classmate, Mr. Kintner, had joined the network and become its president. It was during their joint service there that ABC-TV introduced the "adult western" concept *(Cheyenne, Wyatt Earp, Maverick)* as well as *Disneyland, Zorro* and *Mickey Mouse Club*. (Mr. Kintner, of course, is now president of NBC.)

In December 1956 Mr. Lewine accepted a bid from NBC-TV, joining the network as vice president in charge of nighttime programs. By August 1957, he had assumed daytime too and achieved his present title in February 1958.

Robert Lewine describes his programming "philosophy" as a "continuing effort to create, buy or steal hit shows that will attract a massive audience, conform in every respect to the standards of good entertainment, permit no compromise with quality, be provocatively different without deliberately seeking controversy and, if possible, they should also be inexpensive."

Mr. Lewine is married to the former Lucille Litwin. They have one son, Robert William Lewine, 12. The family lives in Manhattan in their own townhouse.

His hobbies are his career, music, theatre and golf.

He is the brother of Richard Lewine, director of special programs at CBS-TV.

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IN PUBLIC INTEREST

AMNESIA VICTIM • KENS-TV San Antonio, Tex., and KMTV Omaha, Neb., combined forces to solve a two-month old mystery surrounding the identity of an 18-year-old amnesia victim. The mother identified her daughter from film originated by KMTV and aired on KENS-TV. Later, mother and daughter talked by long distance phone, but the girl still gave no indication that she knew her own identity or recognized her mother's voice. The case had baffled Omaha police since May 2 when she was found wandering in the Omaha railroad yards.

DEATHLESS WEEKEND DRIVE • The 61 radio and tv member stations of the Maryland-District of Columbia Broadcasters Assn. waged a concerted campaign to produce a weekend without a traffic fatality. An estimated 15,000 announcements, news stories and recorded pleas by government and civic leaders spearheaded the effort. The tally after a similar campaign last year was 10 deaths in Maryland and one in D. C. Results this year: 5 and zero.

FUND SUPPORT • WEJL Scranton, Pa., plans a year-round series of programs in support of the Lackawanna United Fund. Programs will present daily news of the LUF and the services its agencies give the community.

ANOTHER HOSPITAL • KFKF Bellevue, Wash., conducted an all-day "pledgathon" which resulted in contributions of $4,053 towards the planned fall construction of the Overlake Memorial Hospital.

IN THE AIR • Bob Bandy, disc jockey at WAPL Appleton, Wis. climbed to a perch on a hotel tower 100 feet above the ground to promote the idea of building an area youth center. Mr. Bandy said he wouldn't come down until he received 200,000 cards, letters or phone calls asking him to descend. For every 20,000 received, WAPL is contributing $100 to the fund.

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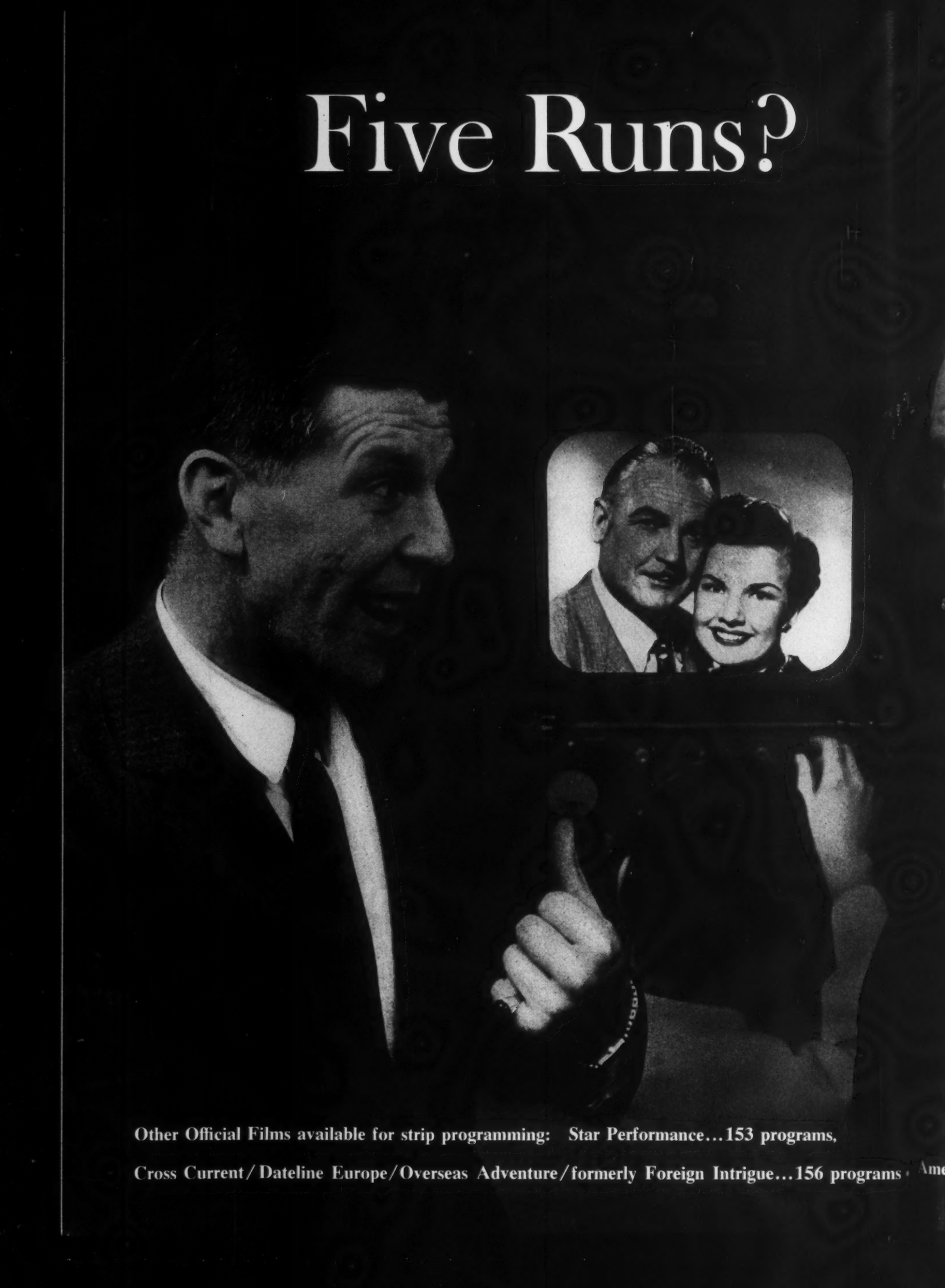

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Against "Gil Newsome" **3.7,** "Do You Trust Your Wife?" **3.5**

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 7 AUGUST 18, 1958

BROADCAST-MINDED 85TH READY TO CALL IT A DAY

Score: Over 150 bills, only 1 law
Debris: Shaken FCC, harassed industry
Outlook: Breather, then around again

The 85th Congress is rapidly rushing toward *sine die* adjournment, members hope some time this week. It can't come too soon for the continually-harassed FCC and the broadcasting industry.

Even adjournment, however, will not bring complete relief. One committee plans September-October hearings and another has one report still to be released and a second yet to be written.

The 85th left few phases of electronic communications untouched. Over 150 bills affecting radio-tv and/or the Commission have been introduced. Ironically, only one (and that with only a minor relationship) has become law (see Moss bill, page 36). Another, an educational tv appropriation bill, still has a chance.

Most active of the congressional bodies was the Legislative Oversight Subcommittee of the House Commerce Committee. Running a close second was the Senate Commerce Committee. Both bodies have served notice that more hearings are to come, even with adjournment imminent.

The Oversight Subcommittee, headed by parent committee chairman Oren Harris (D-Ark.) following a February blow-up, was responsible for the national headlines—and in the process gave the FCC a black eye it will be forced to wear for some time. The committee is conducting an investigation of the Commission, with emphasis to date on its ch. 10 Miami decision.

Comr. Richard A. Mack was forced to resign after his financial dealings were brought to light; Chairman John C. Doerfer in particular, and sev-

CONTINUED ►

eral other commissioners in general, were accused of official misconduct and malfeasance in office.

A special BROADCASTING report on the high cost of congressional investigations showed an estimated $13,475 was spent in one day of the Legislative Oversight hearings [SPECIAL REPORT, March 31]. This comprised an estimated $6,000 spent by the industry and $7,475 by the government. While this committee's investigations were the most expensive, the figure represents only one day of one hearing. There were many weeks between January and July in which as many as four or five broadcasting hearings were in progress simultaneously.

Early in the session, subliminal projection got a big play and caused many statements of alarm. A demonstration of the system was given for congressmen in July and a smattering of bills was introduced prohibiting advertising by this new and mysterious method.

Broadcasters, long advocates of uniform standard time throughout the country, will lose a friend when Rep. Joseph P. O'Hara (R-Minn.) retires at the end of his current term. Rep. O'Hara, a member of the House Commerce Committee and its investigating subcommittee, has spent many years of fruitless effort seeking a year-round standard system.

Other members of the House committee who have announced their retirement are Reps. Charles Wolverton (R-N. J.), ranking minority member, John Heselton (R-Mass.) and Martin Dies (D-Tex.), who already has been replaced by fellow Texas Democrat Joe Kilgore.

None of the Senate Commerce Committee members has announced retirement plans. Up for re-election are Sens. Charles Potter (R-Mich.), Frederick Payne (R-Me.) and Ralph Yarborough (D-Tex.).

A synopsis of major Hill hearings and investigations in radio-tv, arranged by subjects with several crossings of committee lines, follows:

LEGISLATIVE OVERSIGHT

Chances are Mr. Average American had no conception of the purposes and functions of the FCC prior to the Second Session of the 85th Congress. The House Legislative Oversight Subcommittee, during its scandal-filled, headline-making investigations, placed the FCC squarely before the public.

Much of the publicity definitely was unfavorable. All but two of the commissioners were accused of misconduct and malfeasance in office and one was forced to resign. In addition, four of them had to wait two months to answer, receiving one-tenth the publicity accorded the original charges.

The subcommittee's then chief counsel, Dr. Bernard Schwartz, made the misconduct charges in a secret memorandum "leaked" by him to the *New York Times*. FCC Chairman John C. Doerfer and Comr. Richard A. Mack were the principal Schwartz targets.

After January "general hearings" on all six agencies under the committee's jurisdiction, Comr. Doerfer the first week of February faced three days of gruelling questioning by Dr. Schwartz. The testimony was frequently interrupted by clashes between the chief counsel and members of the subcommittee and by appeals of Comr. Doerfer for the right to cross examine witnesses.

Dr. Schwartz was fired by the subcommittee Feb. 10 following a full day of stormy executive sessions. The investigators then spent a week trying to obtain all their records from the fired chief counsel, who had trundled them all over Washington in the company of two newspapermen.

Following the firing of Dr. Schwartz, as subcommittee chairman and was replaced by Rep. Harris.

Dr. Schwartz was put on the stand, under subpoena, and accused Comr. Mack of selling his vote in the Miami ch. 10 grant to National Airlines for $2,650. There followed seven weeks of hearings on the ch. 10 grant, the subcommittee operating without a chief counsel. Comr. Mack, proclaiming his innocence, resigned after Rep. Harris announced plans to start impeachment proceedings.

Comr. Mack claimed the money in question constituted loans from Miami attorney Bernard Whiteside which had either been repaid or forgiven. Mr. Whiteside testified at length and revealed several instances of *ex parte* contacts with Comr. Mack on ch. 10 and other comparative cases. Many other off-the-record contacts with commissioners by other principals were exposed.

The subcommittee's investigations prompted the Justice Dept., FBI and a federal grand jury to start investigations of their own. Also, as a result, the court of appeals remanded the case to the Commission and new hearings under a retired judge are scheduled to start next month.

Just prior to the Easter recess, the subcommittee completed its Miami hearings and released an interim report criticizing the FCC on several points. As a result, Rep. Harris introduced HR 11886 which would: (1) Require the FCC to draft a code of ethics; (2) remove a provision in the Communications Act authorizing honorariums; (3) make all *ex parte* contacts subject to criminal punishment, and (4) give the President power to remove a commissioner. The bill has been approved by the subcommittee and is awaiting parent committee action.

The report said further study was needed on these controversial points: (1) Method of selecting chairman (now appointed by President); (2) powers of chairman; (3) powers of Bureau of Budget with respect to regulatory agencies, and (4) terms of office and salaries of commissioners.

As a result of the committee's FCC investigation, countless bills have been introduced covering many varied subjects. Rep. Morgan Moulder (D-Mo.) resigned Among them are these provisions: Prohibit airline ownership of tv stations; code of ethics; public filing of income of federal officials; contacts, both on and off record, with commissioners; attempts to influence; criteria for FCC to consider; conflicts of interest of federal officials; activities after leaving the Commission; term of office; FCC relations with staff, and even the review of FCC rule changes by Congress.

Also, as a result of the House investigations, a bill was drafted by the Senate Commerce Committee which would completely abolish the FCC and replace it with a communications administrator and a three-judge communications court of appeals. A second measure (S 3862), reported favorably by the Senate committee, would permit a commissioner whose term has expired to remain in office until his successor is appointed by the President and approved by the Senate.

Twelve who had broadcasting on their minds during the 85th

The Schwartz report also accused the FCC of being inconsistent in applying its announced criteria to decisions and of shirking its antitrust duties in the patent field. With a new chief counsel, Robert Lishman, conducting the hearings, the subcommittee went into the patent question following the Easter recess. Principal witness was William Bauer, former FCC patent attorney, who charged that RCA has a monopoly on communications patents and that FCC rules promote this alleged monopoly.

The patent hearings were devoid of press coverage but the reporters returned in droves when the subcommittee started May hearings into further alleged *ex parte* contacts and FCC inconsistency. A subcommittee staff attorney, Stephen Angland, reported on 14 comparative tv cases in which, he said, no pattern of FCC criteria was followed. The 14: Sacramento, ch. 10; Boston, ch. 5; Hartford, ch. 3; Indianapolis, ch. 13; St. Louis, ch. 11; Miami, ch. 7; Jacksonville, ch. 12; Tampa, ch. 8; Denver, ch. 7; Seattle, ch. 7; Madison, ch. 3; Knoxville, ch. 10; Norfolk, ch. 10, and New Orleans, ch. 4.

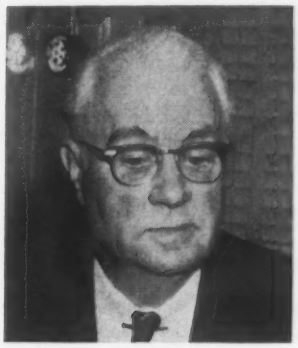
Another subcommittee staffer, Robert McMahon, attacked the commission's *pro forma* approval of transfers, which he charged, completely negates the FCC's reasons for original grants. He said that through this method the least qualified applicant ends up with a station license. Mr. McMahon cited the St. Louis tv situation involving chs. 2, 4, 11, KLZ-TV Denver, WVUE (TV) Wilmington, KMGM-TV Minneapolis, WANE-TV Ft. Wayne, and a Providence, R. I., merger.

Lengthy testimony followed — with charges of pressures, *ex parte* contacts and advance knowledge of the upcoming decision—on the Commission's shift of ch. 2 from Springfield, Ill., to St. Louis and assignment of that facility to ch. 36 KTVI (TV) St. Louis. (A subcommittee source

CONTINUED *on page 34*

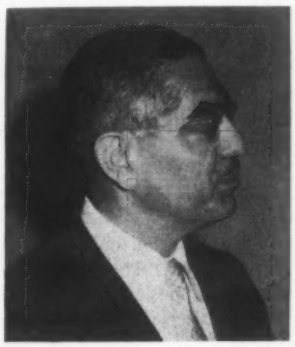
HARRIS, Rep. Oren (D-Ark.): His Oversight Subcommittee exposed numerous *ex parte* contacts with FCC, forcing resignation of one commissioner and prompting deluge of remedial legislation; conducted running (and so far winning) battle with FCC over pay tv question.

POTTER, Sen. Charles (R-Mich.): Successfully pushed his military allocations study measure through Senate only to see its purpose sidetracked by Executive amendment; member Commerce Committee.



BRICKER, Sen. John (R-Ohio): Renewed hearings on his bill placing networks under direct FCC regulation, plans new activity in January; co-sponsored Magnuson educational tv bill; member and former chairman of Commerce Committee.

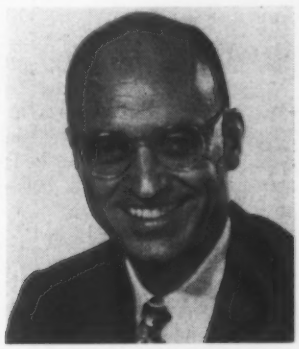
MAGNUSON, Sen. Warren (D-Wash.): Gave FCC virtual mandate to get busy and solve uhf allocations problem as his Commerce Committee completed four-year tv study with two committee reports still pending; champion of educational tv.



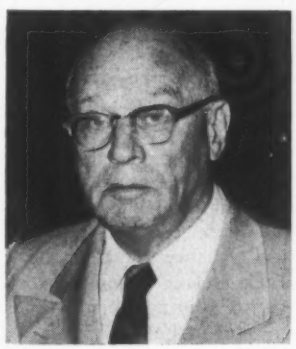
PASTORE, Sen. John (D-R.I.): As chairman of Commerce Communications Subcommittee, he sat through days and days of testimony on Smathers bill; told advocates they were barking up the wrong tree; blasted FCC on two occasions for its failure to solve allocations muddle.

BLATNIK, Rep. John (D-Minn.): Has declared war on deceptive advertising through Government Operations Subcommittee he heads; through report and in hearings, gave FTC blistering for failure to clamp down on weight reducer, cigarette and dentrifice ads.

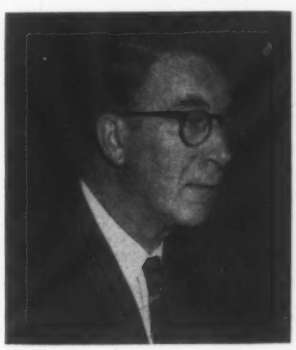
SMATHERS, Sen. George (D-Fla.): Was nowhere to be found when hearings were being held on his bill to divorce broadcasters from BMI; name played prominent role in Oversight hearings; member Commerce Committee.



ROOSEVELT, Rep. James (D-Calif.): His Small Business Subcommittee, following hearings, criticized internal operations of ASCAP, recommended antitrust proceedings by Justice Dept.; questioned ASCAP's compliance with 1950 consent decree.



CELLER, Rep. Emanuel (D-N.Y.): Introduced sports antitrust bill, which he bitterly opposed in version passed by House; hit NAB for its liquor ad ban; outspoken critic of pay tv; chairman of Judiciary Committee and its Antitrust Subcommittee, unaccountably inactive in broadcasting during current session.



KEFAUVER, Sen. Estes (D-Tenn.): His Judiciary Subcommittee tabled sports antitrust bill after it had passed House in language which threatened total blackout of professional sports on radio-tv; amended version due in next Congress.

MOSS, Rep. John (D-Calif.): As chairman of Information Subcommittee, outspoken opponent of government secrecy; saw his measure amending 1789 statute become law; as member of Oversight Subcommittee, was strong supporter of fired chief counsel and sometimes critic of FCC.

MONRONEY, Sen. Mike (D-Okla.): Waged one-man campaign against tv rating services; held one-day hearing, plans more; also against airline ownership of tv station; introduced prohibitive bill; member Commerce Committee and its Communications Subcommittee.

said last week that this case is not completed with more evidence yet to be exposed.)

The first week in June, the committee shifted its hearing site to Boston in its attempt to secure requested records in and investigation of the ch. 5 grant to the *Boston Herald-Traveler,* plus records on matters pertaining to agencies other than the FCC.

Since the Boston hearings (except for short testimony by St. Louis principals), the Harris subcommittee has been kept busy with an investigation of Boston industrialist Bernard Goldfine and the FCC has not been involved. The interlude, however, promises to be broken when the committee resumes its activities in September.

No announcement has been made on the subject matter of the adjournment hearings, but the subcommittee has completed its investigations in several other comparative tv cases. Also, Rep. Harris has stated that more is coming on the 14 cases mentioned above.

TELEVISION FREQUENCY ALLOCATIONS

The Senate Commerce Committee was deeply involved in efforts to solve the allocations dilemma during the current session of Congress, while its House counterpart got into the act belatedly the past month.

Resuming overall tv hearings begun four years ago, the Senate committee called the FCC to its chambers several times in May and June. Back to conduct the hearings was special committee counsel Kenneth Cox of Seattle.

During the sessions, Sen. John Pastore (D-R.I.) gave the Commission a verbal blasting for its failure to solve the uhf situation over the past four years. Chairman Warren Magnuson served notice on the military to get together with the Commission on possible frequency swaps (see Potter resolution below).

Small market tv operators marched in force to Capitol Hill to complain about the encroachment upon their audience by CATV systems. They urged federal control of community systems. And, in just as strong numbers, the CATV operators came to defend their operations. At the same time, they said, they were not opposed to some form of regulation.

While the FCC was testifying in three different sessions the committee focused its attention on uhf, CATV, boosters, satellites, translators, the Craven Plan for 25 contiguous tv channels and the ABC crash program to add a third vhf to 12 major markets.

Sen. Pastore at one time forced a Commission vote on deintermixture, which showed the commissioners were split 4-3. Chairman John C. Doerfer said deintermixture is "too little and too late." He said that using only the 12 vhf channels falls far short of an ideal situation but that they could be made adequate as a last resort.

The commissioners admitted they are as far away from a solution to uhf today as four years ago. They repeatedly begged off announcing a definite course of action until TASO submits its allocations report, promised by the end of the year.

At a July 1 session with the Commission, Sen. Magnuson issued a mandate to the agency to give efforts to solve the allocations problem top priority. He also told the FCC to intensify its efforts to make a deal with the military. Comr. Rosel Hyde stated that negotiations recently have been renewed and that the Commission has a strong talking point.

During this same hearing, Sen. Magnuson announced plans for immediate consideration of S J Res 106, which would establish a special commission to investigate frequency space assigned to the military. It was introduced by Sen. Charles Potter (R-Mich.).

The committee approved the resolution July 9, expanding it from a three- to five-man commission, and the Senate gave its unanimous approval July 21. The measure then was sent to the House Commerce Committee, which on July 28 received "suggested" White House amendments which completely changed the complexion of the proposed commission.

On Aug. 1 (a Friday), the House body accepted the White House amendments which expanded the proposed commission to embrace an overall study of the entire spectrum, plus an investigation of the FCC's administration of the Communications Act.

The bill was placed on the suspension of rules calendar for full House consideration the following Monday. However, tremendous opposition to the measure arose over the intervening weekend and it was never considered by the House. In fact, many members of the House committee now are not so sure their approval was a good idea and Democratic opposition has been raised in the Senate.

Consequently, the bill has been effectively killed for this session. Its future during the 86th Congress, at least in the present form, is questionable.

When the Senate committee completed its questioning of the FCC last July 1, Sen. Magnuson announced the committee's television study was adjourning *sine die*. Thus, investigations begun late in the Republican-controlled 83rd Congress were brought to a halt. Five committee or staff reports (at least two highly controversial) have been released, with two more of them still to come. Over 40 individual days of hearings were held. These were in addition to committee hearings on other matters in the broadcasting industry, such as the Smathers and liquor bill hearings.

SPORTS ANTITRUST EXEMPTION

Somewhat belatedly, but in time to take positive action, the broadcasting industry awoke to a real and immediate danger in a House-passed bill exempting professional sports from antitrust laws. The bill, many experts claim, would give major league club owners the unchallenged right to completely black out radio-tv coverage.

The bill passed by the House (after lengthy hearings during the first session) carries the number (HR 1307) of a measure introduced by Rep. Emanuel Celler (D-N. Y.). However, the author was violently opposed to the language of the approved bill. Passed in late June, it was amended on the floor to give the four sports concerned—football, baseball, basketball and hockey—a blanket exemption. Rep. Celler's language had exempted only those aspects of the sports deemed "reasonable and proper."

A Senate Antitrust Subcommittee headed by Sen. Estes Kefauver (D-Tenn.) began hearings on HR 1307 and a companion Senate measure July 7. Several House members crossed the Capitol to testify they were not aware of the radio-tv implications when the House approved the measure.

Rep. Kenneth Keating (R-N. Y.), strong advocate of the House-accepted language, proposed to the Senate that the bill be amended to include a provision for a 75-mile radio-tv blackout, formerly used by baseball but since outlawed by Justice. Rep. Sidney Yates (D-Ill.) proposed an amendment to place radio-tv coverage of baseball under antitrust laws to "protect the interests of baseball fans." This move, however, was defeated on the House floor.

Rep. Celler, testifying before the Kefauver subcommittee, hit the lobbying activities of advocates of the bill. "They came on Washington like locusts," he charged. The Justice Dept. prepared a graphic map showing that 90% of U. S. population could be prevented from seeing and/or hearing major league baseball if the bill becomes law.

The Senate hearings continued into the last week of July. On Aug. 1 the subcommittee voted 4-2 to table the controversial measure for this session. The bill, with amendments more acceptable to broadcasting, the Congress and the public, will be reintroduced next session, several members of Congress have indicated.

PAY TELEVISION

Congress ran into—but failed to meet head-on—the issue of subscription tv immediately after it reconvened last January. And, come Jan. 7, 1959, pay tv again will be one of the first issues facing the new Congress.

Rep. Harris has conducted a running battle with the FCC, which claims it has jurisdiction, over pay tv for several months. And, if the number of anti-pay tv bills in both Houses is any indication, he has the backing of a substantial number of Congressmen.

Twenty-one bills are pending in the House to prohibit pay tv while five of a similar nature have been introduced in the Senate. In addition, both Commerce Committees have passed resolutions enjoining the Commission not to authorize a toll test until Congress has had a chance to take action.

Rep. Harris' Commerce Committee held two weeks of pay tv hearings beginning last Jan. 14. During and immediately after the hearings, Congressmen's offices were flooded with letters voicing anti-pay tv sentiments. Much of this correspondence purportedly was brought on by stations editorializing against subscription tv — and the FCC slapped the wrists of several tv outlets for allegedly presenting a one-sided picture.

Both committees adopted their anti-pay resolutions in February. The FCC, which originally had planned to act on pay tv in March, announced that it would take no

action until 30 days after Congress adjourns.

This, however, did not appease Rep. Harris, who along with many other members of Congress claims the Commission does not have the authority to okay a pay tv test. The Arkansas Democrat warned the FCC that if it authorized a test while Congress is adjourned, he would recall his 34-man committee back to Washington for additional hearings.

Then, in early July, Rep. Harris again wrote the FCC telling it not to conduct pay tests until his committee could act at the start of the 86th Congress. Somewhat reluctantly, the FCC finally agreed not to take action until the next Congress' first session had adjourned in the summer of 1959. At the same time, the Commission took a verbal slap at Congress for not taking final action during this session and announced that it would continue to receive and process pay tv applications.

ASCAP-BMI

The long-smoldering ASCAP-BMI feud received a four-month airing in the Senate while the internal policies of ASCAP itself were raked over the coals in House hearings.

Sen. John Pastore (D-R. I.) constituted an unsympathetic, one-man subcommittee to hear Songwriters Protective Assn. (composed of ASCAP members) charges of BMI-broadcaster discrimination. Subject of the hearings, which began in March and ran periodically into July, was S 2834, introduced by Sen. George Smathers (D-Fla.).

The Smathers bill would prevent stations and networks from owning stock in BMI or recording companies, as now is the case. Sen. Smathers attended only the earliest sessions of the hearings with Sen. Pastore, as chairman of the Communications Subcommittee of the Senate Commerce Committee, alone sitting for nine-tenths of the testimony.

Crux of the arguments of proponents of the bill was that broadcasters and BMI have formed a conspirarcy to play BMI tunes to the suppression of ASCAP songs. A long list of songwriters, publishers, performers, educators, recording firms and politicians vigorously denied the charges. ASCAP, they maintained, actually was attempting to pre-try a pending $50 million court suit.

Sen. Pastore repeatedly questioned statements made by the bill's proponents. At one point he said the bill had no chance because it would hurt "4,000 little fellows [independent stations]." He also told proponents he knew their problem and what they were getting at "but this bill that is here is not doing it. . . . You are trying to get after NBC and CBS and the stations they own."

A transcript of the hearings was sent to the Justice Dept. and FCC for comments before the measure is presented to the full committee. This means the bill will have to be reintroduced in January to get any further consideration at all.

A House Small Business Subcommittee (headed by Rep. James Roosevelt [D-Calif.]) held March hearings on complaints by some members of ASCAP that they were not getting a fair shake in the organization's distribution of royalties. Rep. Roosevelt opened the hearings on an ominous note by announcing several complainants were afraid to testify because a fear of reprisals. Principal charges leveled against ASCAP:

That it is a self perpetuating "grab bag" dominated by big publishers; that royalties are distributed unequally by a "shoddy sampling-performance formula operated by unqualified personnel"; that those responsible for distributing fees choose formulas giving them the largest percentage.

In May, the subcommittee issued a report questioning several ASCAP methods and procedures. Among those fired upon were the society's voting system for directors; compliance—or lack of—with a 1950 consent decree; grievance procedures for members, which the committee said, are constructed in such a way as to militate against a complaining member.

The record was sent to the Justice Dept. with a recommendation that antitrust proceedings be considered against ASCAP.

FALSE AND MISLEADING ADVERTISING

The Legal & Monetary Affairs Subcommittee of the House Government Operations Committee conducted a series of hearings on alleged false and misleading advertising, embracing all media. Principal targets were weight reducers, cigarette and dentrifice ads.

Hearings were held last month on claims made by toothpaste and cigarette manufacturers, labeled "bunk and junk" by Subcommittee Chairman John Blatnik (D-Minn.). He and Rep. Martha Griffiths (D-Mich.) urged an immediate federal crackdown on misleading advertising statements. The first day of August, Rep. Blatnik introduced HR 13602, which places tight restrictions on cigarette advertising and gives the FTC express powers of enforcement.

Just last week, the committee members released a report criticizing FTC for alleged inactivity in clamping down on claims made for weight reducing compounds (see box).

BLATNIK BLASTS AD POLICING

Advertisers and media experts are studying the import of a blistering attack by a Congressional committee on the ineffectiveness of government agencies in combating false and misleading weight reducing advertising claims and the recommendation that fraud and cease-and-desist orders apply to media as well as other advertisers of the product.

The attack, leveled most heavily at the Federal Trade Commission and the Food & Drug Administration, was made by a subcommittee of the House Committee on Government Operations, headed by Rep. John A. Blatnik (D-Minn.). It singled out the Post Office Dept. for commendation in securing relatively quickly fraud orders against deceptive weight-reducing pills.

The subcommittee recommended that mail-fraud orders and cease-and-desist orders against one company be binding on other advertisers and advertising media "including press, radio and television utilizing the same illicit advertising for the same product, after notice of the provisions of a mail-fraud order or the cease-and-desist order is made known to such advertisers and advertising media."

It also suggested that the burden of proving an advertisement false be shifted to force the advertiser to prove his advertising true. ". . . The privilege of being able to advertise and continue in business may carry with it an obligation to sustain the truth of such advertising," the committee said.

The committee posed the question whether the Post Office Dept. should not be given wider authority to include in its mail-fraud jurisdiction "all false and deceptive advertising disseminated through the mails."

The committee also stated that consideration should be given to shifting jurisdiction over medical frauds from FTC to the Food & Drug Administration "in view of the technical competence of the latter agency in medical matters." It also suggested changing the law to permit FTC to require "affirmative disclosure"—so that there would be no material variance between advertising and the package literature.

The committee also suggested more publicity on product claims found to be fraudulent—using in addition to the usual radio-tv-press, such means as local post office bulletin boards, educational bulletins and public education programs.

The report came out following hearings a year ago [GOVERNMENT, Aug. 12, 1957], during which the committee heard testimony by medical experts and government agency representatives on the ineffectiveness of weight reducing pills without diet. It found that weight-reducing nostrums are "big business"—accounting for more than $100 million gross annually.

The weight-reducing report is the second in a series held by the subcommittee on the effectiveness of federal enforcement against false and misleading advertising. Three weeks ago Rep. Blatnik submitted a bill to require public listing of tars and nicotine content of cigarettes in advertising copy; and if the word "filter" is used, the requirement that no more than 11 milligrams per each regular size may be allowed [AT DEADLINE, Aug. 4].

CONTINUED *on page 36*

The report resulted from hearings held in the summer of 1957.

FCC REGULATION OF NETWORKS

A tune often heard on Capitol Hill the past four years was given a short play early in June. Hearings were held by the Senate Commerce Committee on Sen. John W. Bricker's (R-Ohio) bill (S 376) placing the networks under direct regulation and licensing of the FCC.

The witnesses, too, were familiar—the FCC and executives of the three networks. Sen. Bricker first plumped for direct regulation of the networks during the 83rd Congress and in 1956 he released a staff report citing the alleged stranglehold on broadcasting held by CBS and NBC.

As early as last February, Sen. Bricker began pushing for the new round of hearings, postponed until June because of the heavy — broadcast and otherwise — committee schedule. During the latest airing, the bill's author (who also acted as chairman) said he did not entertain hopes of passage this session but that eventually direct control and regulation is mandatory.

Currently, the Commission exercises indirect control over the network through its chain broadcasting rules and licensing of network-owned stations. Chairman Doerfer, as did the three networks, expressed strong opposition to the bill.

ANTI-INFLUENCE AND AGENCY LEAKS

A Senate Judiciary Subcommittee held a one-day hearing in March on S 2461 and 2462, which would make it a crime to attempt to influence the FCC and other regulatory agencies or to prematurely release their decisions. The bills were introduced during the first session following several executive sessions and public hearings on a leaked Civil Aeronautics Board decision.

During the March hearing—at a time when the Legislative Oversight FCC investigation was getting the headlines—Sen. Jackson (D-Wash.) hit the FCC for stating, at the time the bills were drafted, that leaks and influence were not problems at the Commission. In a later letter, the Commission claimed this was all a mistake and was not its position. The Commission was invited to testify at the Senate hearings but did not put in a personal appearance.

Sen. Sam J. Ervin (D-N. C.), subcommittee chairman, tabled the measures pending further study. He pointed out, as now drafted, S 2462 prevents Congressional contacts with the FCC and this may not be desirable. Following the Harris investigations, a raft of anti-influence bills of varying degrees were introduced in both Houses of Congress. No action has been taken on any of them, but several proponents promised to reintroduce the legislation in the 86th Congress.

EDUCATIONAL TELEVISION

S 2119, which would allocate up to $1 million to each state for educational tv, passed the Senate May 29 and was okayed by the House Commerce Committee last Wednesday (Aug. 13). It was scheduled to be reported to the full House last Friday or today (Aug. 18) and proponents are trying to get House action before adjournment.

Approval is not assured, however, as seven of 20 committee members voting last week were against reporting the measure. The bill was introduced in the spring of 1957 by Sen. Magnuson, and received cosponsorship from Sen. Bricker.

Senate Commerce hearings were held on the proposed etv appropriation in April while the House committee held two days of hearings in mid-July. Five measures similar to the Magnuson bill were introduced in the House.

Proponents have announced plans to push for House passage of the bill prior to congressional adjournment, expected this week.

SECRECY IN GOVERNMENT

The one bill passed into law affecting the industry in any way (and only slightly) concerned secrecy in government departments and agencies. The bill, HR 2767, amends a 1789 "housekeeping" statute to prevent its use as the basis for withholding information.

Introduced by Rep. John Moss (D-Calif.), the bill was okayed by his Information Subcommittee of the Government Operations Committee in March, following lengthy hearings during the first session. House approval came without serious opposition.

Also in March, the Senate Constitutional Rights Subcommittee held hearings on a companion bill (S 921) introduced by its chairman, Sen. Thomas Hennings (D-Mo.). The chairman took a verbal swipe at Attorney General William Rogers for alleged contradictions in his statements on the bill. (Mr. Rogers described the measure as needless.)

The Senate passed the Moss version July 31 and it was signed into law Aug. 12 by the President. News-gathering media were strong in their support of the one-sentence measure, but its effect on government secrecy is somewhat dubious. There still are some 80 statutes in effect which authorize secrecy of one kind or another.

The Moss bill was the first measure approved by the House Information Subcommittee in its three-year history. Messrs. Moss and Hennings, in pushing the bill, claimed government "bureaucrats" had cited the 1789 statute as authority for withholding information which should be released.

News media felt the new law was a step against unjustified secrecy on the part of government officials. NAB President Harold E. Fellows said in a telegram to President Eisenhower that the law was "a major contribution toward promoting a free flow of information between the government and the people."

DISCLOSURE BILL FILED

Retiring Sen. Irving M. Ives (R-N. Y.) last week introduced a bill (S-4288), referred to the Government Operations Committee, which would require disclosure of any communication from members of Congress to any executive agency concerning any matter before that agency for adjudication. Sen. Ives, who declared his office has made "literally thousands of inquiries in behalf of constituents, and so has every other Congressional office on Capitol Hill," noted that it is "obvious" the bill will not be acted upon this session.

TV RATING SERVICES

A one-man campaign against tv rating services was launched by Sen. A. S. (Mike) Monroney (D-Okla.). Under the aegis of the Senate Commerce Committee, Sen. Monroney held a one-day hearing on the subject in June with testimony from heads of six rating services.

And more still is to come. The Senator wants to question the network heads and others on what effect a rating has on a program's future and has received a go-ahead from Chairman Magnuson. No date has been set because, it is understood, one important prospective witness cannot be reached by the committee. That date may be set this week, however.

Sen. Monroney maintains networks are offering poor, inferior programming because of rating results which, he said, hold a "life and death" clutch on the success or failure of a tv show. He also has been critical of the sample size and how taken.

ALCOHOLIC BEVERAGE ADVERTISING

As has been the case for the past 10 years, the 85th Congress listened to pleas of proponents of a bill which would ban alcoholic beverage advertisements from interstate commerce. Vehicle for the latest round was S 582, introduced by Sen. William Langer (R-N. D.).

Over 40 church leaders testified in favor of the bill during April Senate Commerce hearings while a large contingent of distillers, labor and communications media spokesmen were opposed. Just last Monday (Aug. 11), the Senate Commerce Committee turned down a motion to consider the bill and tabled it.

House Commerce Committee Chairman Harris, whose committee has held several hearings on liquor advertising in the past, declined this year on the grounds proponents had nothing new not already heard in Senate hearings. He was backed on this stand by an informal poll of the committee, which was faced with a tremendous workload in addition to investigations of the Oversight Subcommittee. HR 4835 (similar to the Langer measure), introduced by Rep. Eugene Siler (R-Ky.), is pending in the House committee.

Rep. Emanuel Celler (D-N. Y.), outspoken in many ways on many things, took a verbal swipe at the NAB code ban on hard liquor advertising. He called broadcasters' refusal to accept liquor commercials "timid, pusillanimous and myopic."

The measure, however, is almost sure to be reintroduced next January.

COVER HALF OF IOWA WITH JUST ONE STATION!

Iowa contains more than 25% of all Grade A farm land in America — Iowa farmers average $11,800 of income per year. Yet *non*-farm income is 300% larger than farm income in this spectacular State!

In Iowa 672,400 families own TV sets — a higher percentage than in any other state west of the Mississippi. And you can cover *over half* these homes, 392,700 in all, with *ONLY WHO-TV!*

WHO-TV gives you *complete* coverage of Central Iowa, where an active consumer market spent over $320 million *for food alone,* last year!

The latest Metropolitan Des Moines ARB Survey (Feb. 8 — March 7, 1958) again proves that the Iowa audience *prefers* WHO-TV:

FIRST PLACE QUARTER HOURS				
	NUMBER REPORTED		PERCENTAGE OF TOTAL	
	1 Week	4 Week	1 Week	4 Week
WHO-TV	**256**	**232**	**54%**	**49%**
STATION K	162	186	34%	39%
STATION W	47	51	10%	11%
TIES	8	4	2%	1%

Now as always — for the complete story on Central Iowa coverage, talk to PGW!

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV,** Davenport

THE BIG MOVIES ARE ON

CHANNEL 8

WJW·TV

CBS · CLEVELAND, OHIO

Represented Nationally by The Katz Agency, Inc.

THE GREATEST NUMBER OF THE HOTTEST TITLES WITH THE MOST FAMOUS STARS IN THE BEST PACKAGES ARE THE BIG MOVIES!

WARNER BROS, 20th CENTURY FOX, UNITED ARTISTS

STORER BROADCASTING COMPANY

Storer Television

WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV	WSPD-TV
Cleveland	Detroit	Atlanta	Wilmington-Philadelphia	Toledo

BUICK, FORD, OLDSMOBILE FIRST TO UNVEIL PLANS FOR RADIO-TV

- **First word released about promotion for new models**
- **Lincoln to carry N. Y. Philharmonic by videotape**

Auto agencies and the broadcast media these past weeks have been eyeing Detroit nervously. Objects of the uncertainty: Automakers' delay in buying radio-tv support for the introduction of 1959 models.

Last week there were rumbles from Detroit. Initial reports pointed to Buick, Lincoln-Continental and Oldsmobile among the first to be rolling out broadcast blueprints and schedules for their new models. Also developing was a further crystallization of Ford Div. plans.

LINCOLN-CONTINENTAL

Kenyon & Eckhardt

What is considered the prestige buy of the season—and obviously a daring pioneer venture for an auto maker in a soft market —was last week's order by Kenyon & Eckhardt on behalf of Ford's Lincoln Div. K&E bought Robert Saudek & Assoc.'s one-hour videotape package of the New York Philharmonic.

Featuring the new Thursday night *Preview* concerts at Carnegie Hall in New York by the Philharmonic's new musical director, Leonard Bernstein, the concert series is scheduled for Sunday afternoons starting in November and will be in the style of Mr. Bernstein's presentations on the Saudek-produced *Omnibus* on NBC-TV last season.

K&E has not selected a network for the new venture but all three networks admitted Thursday they are interested in the series and will have Sunday afternoon time available.

Both the Lincoln and Continental cars are to be advertised on the new series. Lincoln formerly shared billing with Ford's Mercury on the CBS-TV *Ed Sullivan Show* but has withdrawn. Mercury now is co-sponsor with Eastman Kodak Co.

Mr. Bernstein is recognized as one of the foremost exponents of music on television. The 65th major award given *Omnibus* was for Mr. Bernstein's contribution to serious music on tv via that program.

The new Thursday night Carnegie Hall *Preview* will have a usual concert subscription audience, but will be informal in program format in that Mr. Bernstein may interrupt the program extemporaneously to comment. The "preview" connotation comes from the plan to feature all or some of the concert stars who are scheduled for appearance on the regular Friday and Saturday night concerts.

Since the Thursday night concert will run more than an hour, Saudek Assoc. will either videotape a consecutive one-hour segment or edit portions of the full concert into the one-hour program. Cameras and tape facilities will be provided by the network obtaining the series, Mr. Saudek explained. Production technique is expected to pattern Mr. Saudek's live pickup of the Metropolitan Opera last fall on *Omnibus*, also a milestone for that institution.

Nothing was definite last week on spot activity for Lincoln or Mercury during the fall introduction period, but Kenyon & Eckhardt sources expected the cars to use at least as heavy a campaign this year as last. Only radio spot is used. With introductions to come in early November, plans are not expected to be set until mid-September. The campaign last year ran 13 weeks in about 75 markets.

OLDSMOBILE

D. P. Brother

Oldsmobile, through D. P. Brother & Co., Detroit, is busy adding non-ABC-TV stations to bolster the full ABC-TV lineup it has ordered Oct. 1 for the Bing Crosby one-hour special, announced earlier. Its total broadcast budget this year is up "substantially." The plan is to saturate every dealer area where possible.

The General Motors car is switching Patti Page to ABC-TV Sept. 24, in the Wednesday 9:30-10 p.m. period, having sponsored the singer on CBS-TV this past year, partly on an alternate-week basis, on *The Big Record*. The ABC-TV live vehicle is styled *The Patti Page Show*. An extended station lineup also is planned for this series, to run through next summer with film repeats.

Oldsmobile is continuing its current daily five-minute radio show featuring Miss Page on 200 CBS Radio stations and, during the one-month new-model introduction period this fall on CBS Radio, is adding a daily five-minute newscast featuring Douglas Edwards.

Oldsmobile is using about the same spot schedule as last fall, buying four weeks of radio spot in top markets around the early October introduction date and placing a heavy tv campaign in top markets during introduction week.

BUICK

McCann-Erickson

Buick Div. of General Motors and its agency, McCann-Erickson, New York and Detroit, which has pushed back its introduction date from last year's Oct. 29 to mid-September (around Sept. 19), is one of the earliest among the automakers to unveil its new car.

The wraps on Buick's broadcast support also are tightly drawn. But this much was learned: Buick, in addition to a formidable placement already announced for network tv, will support its new model with a spot radio splurge that is larger than last year. An agency spokesman spoke in terms of radio spot being double to three times the budget allocated last fall with the number of markets and stations increased appreciably. Orders already have gone through with the campaign set to kick off the middle of next month.

Buick last year did not use network radio. Plans this year include the medium. While no details were given, it was understood NBC Radio was to receive Buick business, reportedly five-minute programs to feature commercials by Bob Hope as a tie-in with Buick's schedule of spectaculars to be on NBC-TV in the fall.

Buick did not use spot tv last year and won't this year, though the agency points out that if the advertiser changes it mind, a "reserve" has been set aside. The Buick network tv schedule next season includes three specials set for NBC-TV (starring Bob Hope) in the fall with options for additional special shows, and half-hour *Action Theatre* for eight weeks on ABC-TV starting Aug. 22, and alternate weeks of *Wells Fargo* on NBC-TV (Mondays, 8-8:30 p.m.).

FORD

J. Walter Thompson

It was learned last week that Ford Div. of Ford Motor Co. is increasing its weekend segments of the *Ford Roadshow* on CBS Radio from the current six to about 10. Radio spot plans to coincide with the Ford car's introduction (end of October this year compared to early November last year) have not yet been cleared. Spot tv is "up in the air," reports J. Walter Thompson, Ford's agency.

Anticipated was Ford's plan to salvage a portion of its CBS Radio package [CLOSED CIRCUIT, July 28] by retaining the weekend segments, but there had been no indications that Ford would increase the number of segments. CBS Radio reportedly has advertisers ready to fill the weekday gaps left open. Ford has slimmed its network tv lineup [ADVERTISERS & AGENCIES, July 28].

FRED VS. GINGER

The names of Fred Astaire and Ginger Rogers will again be used to dazzle American viewers—tv viewers, not moviegoers as in years back. This time, Mr. Astaire and Miss Rogers will be competing with each other. Hoofer Astaire will introduce the 1959 line of Chrysler automobiles (Chrysler, Imperial, DeSoto, Dodge, Plymouth) on the Leo Burnett Co.-placed Oct. 17 spectacular over NBC-TV; Miss Rogers, two days earlier, will do the honors for Pontiac on rival CBS-TV —the first of a number of Pontiac-sponsored specials on CBS-TV and later, NBC-TV. Neither carmaker will use tv spot, Pontiac, for example, having abandoned the $2 million spot drive it scheduled last year and which it abruptly curtailed last spring. Chrysler, out of *Climax!*, has cut its corporate tv from $5 million to $900,000, and if spot will be used, it won't be through Burnett, but through its division's agencies.

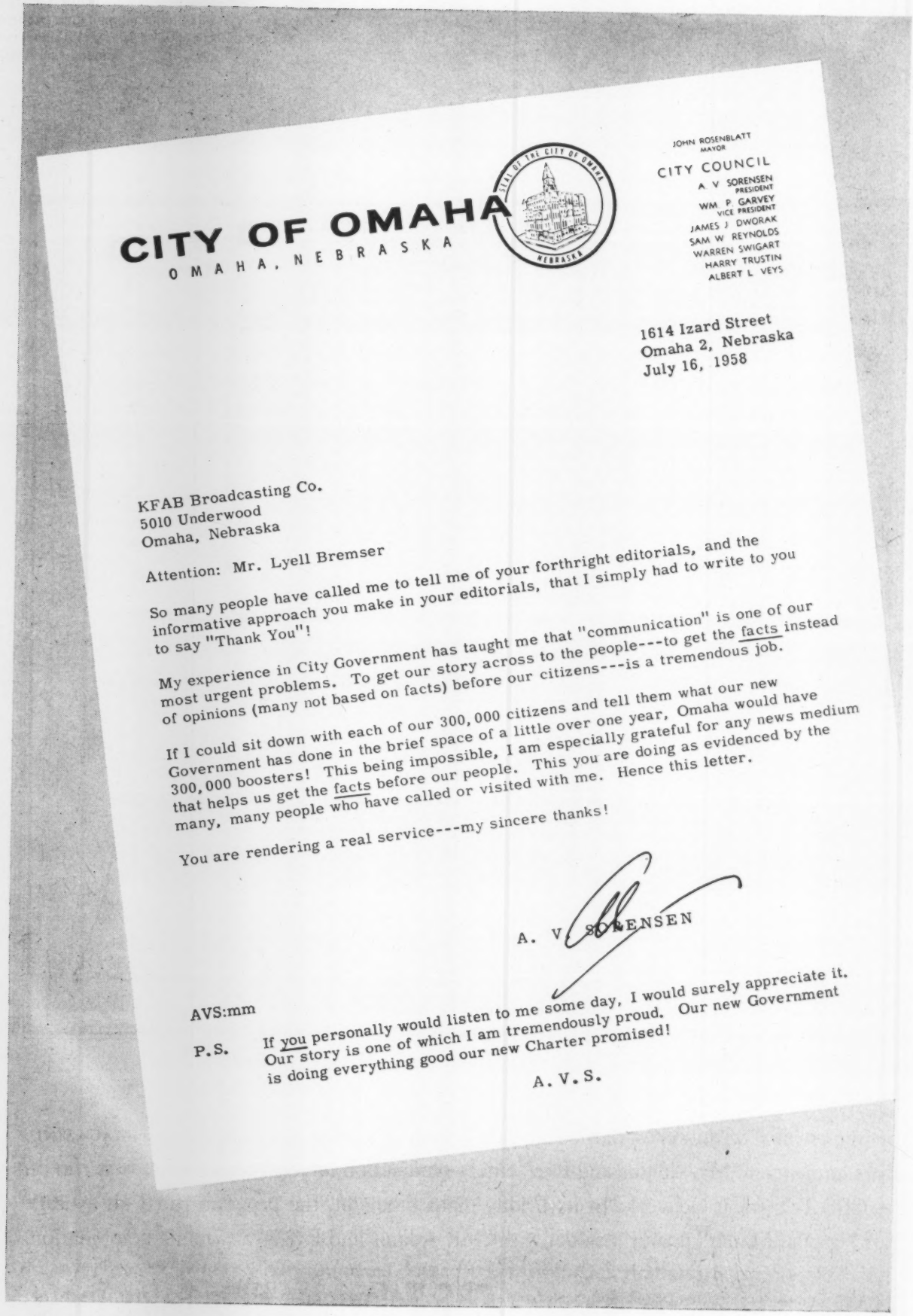
Matchless! Like many a famous twosome, "Mr. Adams and Eve" are strictly one of a kind. They offer regional and local advertisers: More *entertainment:* 39 sophisticated half-hours starring Ida Lupino and Howard Duff as a well-known Hollywood couple. With guests like Joan Fontaine, Dick Powell, Ed Sullivan. More *applause:* "A very funny situation comedy. It is not often that a Hollywood television film is so pertinent," JACK GOULD, NEW YORK TIMES. "Whippy dialogue, good performances,

CHECK YOUR MATCHMAKING:

1-10 Napoleon and Josephine
2-11 Howard Duff (Mr. Adams) and Ida Lupino (Eve)
3-8 Captain John Smith and Pocahontas
4-9 Don José and Carmen
5-12 Henry VIII and Anne Boleyn
6-7 Lt. Pinkerton and Madame Butterfly

topnotch stints," VARIETY. "A darned happy marriage of Duffs and dialogue," CUE MAGAZINE. More *audiences:* "Mr. Adams and Eve" enters syndication *direct* from a two-season run on the CBS Television Network. In its Friday night time slot, the program rated an average 21.5 Nielsen. Match up your product with "Mr. Adams and Eve"—a winning combination.

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, Dallas, San Francisco, Atlanta. In Canada: S. W. Caldwell, Ltd. **CBS Television Film Sales, Inc.**



CITY OF OMAHA
OMAHA, NEBRASKA

JOHN ROSENBLATT
MAYOR

CITY COUNCIL
A. V. SORENSEN
PRESIDENT
WM. P. GARVEY
VICE PRESIDENT
JAMES J. DWORAK
SAM W. REYNOLDS
WARREN SWIGART
HARRY TRUSTIN
ALBERT L. VEYS

1614 Izard Street
Omaha 2, Nebraska
July 16, 1958

KFAB Broadcasting Co.
5010 Underwood
Omaha, Nebraska

Attention: Mr. Lyell Bremser

So many people have called me to tell me of your forthright editorials, and the informative approach you make in your editorials, that I simply had to write to you to say "Thank You"!

My experience in City Government has taught me that "communication" is one of our most urgent problems. To get our story across to the people---to get the facts instead of opinions (many not based on facts) before our citizens---is a tremendous job.

If I could sit down with each of our 300,000 citizens and tell them what our new Government has done in the brief space of a little over one year, Omaha would have 300,000 boosters! This being impossible, I am especially grateful for any news medium that helps us get the facts before our people. This you are doing as evidenced by the many, many people who have called or visited with me. Hence this letter.

You are rendering a real service---my sincere thanks!

A. V. SORENSEN

AVS:mm

P.S. If you personally would listen to me some day, I would surely appreciate it. Our story is one of which I am tremendously proud. Our new Government is doing everything good our new Charter promised!

A. V. S.

TIDE TOPS NETWORK TV SPENDERS

- **P&G detergent takes honors for June, second quarter**
- **Three P&G brands place in quarter's top 25 sponsors**

The top money brand in network tv time charges in June and in the year's second quarter was Procter & Gamble's Tide detergent. P&G allocated $740,175 in June and more than $2 million over the second quarter on behalf of Tide.

Network advertiser spending estimates in television were released last week by the Television Bureau of Advertising based on a report by Leading National Advertisers and Broadcast Advertising Reports. Included in the data were network tv gross time billings by day parts for June and January-June; estimated expenditures of the top 15 network tv advertisers in June and of the top 25 in the second quarter, of the top 15 by brand in June and of 25 for the second quarter, and of network advertisers by product classification for June, January-June and the second quarter.

The next four brand leaders in the second quarter were R. J. Reynolds Tobacco's Winston cigarettes, Whitehall's Anacin, General Motors' Chevrolet automobile and Brown & Williamson's Viceroy cigarettes, in that order. The same brands were tops for June ranking in this order (after Tide): Chevrolet, Winston, Anacin and Viceroy.

Analyzing the 25 leading network tv brands in the second quarter, seven advertisers had two or more products among the brand leaders. P&G with three brands, led other advertisers. P&G products were detergents Tide and Cheer and toothpaste Gleem. Out of the other six advertisers, four are tobacco firms—R. J. Reynolds Tobacco Co. (Winston and Camel); Liggett & Myers Tobacco Co. (L&M filter tips and Chesterfield); P. Lorillard Co. (Kent and Old Gold), and American Tobacco Co. (Pall Mall and Hit Parade)—and the other two are auto companies—General Motors (Chevrolet and Oldsmobile) and Chrysler (Dodge and Plymouth). P&G also walked away with spending leadership in the categories of top network advertiser for June and for the second quarter. The Cincinnati-based advertiser came in with more than $4.3 million in June, the nearest contender, General Foods, that month hit a little over $1.8 million; and a little more than $13 million for the second quarter, or about 2½ times the expenditure of runner-up General Motors.

The lineup of the top 15 network tv advertisers for both May and June was similar, with these exceptions: Brown & Williamson and Liggett & Myers, which appeared in May, did not show in June, and Sterling Drug and General Mills, two advertisers in the top 15 for June, did not appear in May.

In the breakdown into day parts of network tv billing: nighttime gross time charges went up 13.1% in June and 14.8% for January-June, while daytime gross continued an increase for the Monday-Friday segment in June but dipped 15.2% that month Saturdays and Sundays (though cumulatively the daytime weekend gross was up 7.2% for the six months).

In product categories, foods and food products have already passed well over the $50 million mark at mid-year, and in fact, toiletries and toilet goods, runner-up to foods, at the midpoint of the year were just a shade under the foods pace.

Other heavyweight product categories: smoking materials, soaps and cleansers, medicines-proprietary remedies and automobiles-automotive accessories-equipment.

NETWORK SPENDING

By Product Categories

	JUNE 1958	JAN.-JUNE 1958	2ND QUARTER 1958
AGRICULTURE & FARMING	$ ——	$ 51,347	$ 38,281
APPAREL, FOOTWEAR & ACCESSORIES	597,613	2,480,634	1,606,244
AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT	4,067,947	29,696,290	14,387,855
BEER, WINE & LIQUOR	487,606	3,173,626	1,382,381
BUILDING MATERIALS, EQUIPMENT & FIXTURES	182,382	966,160	608,867
CONFECTIONERY & SOFT DRINKS	668,923	4,576,218	2,063,768
CONSUMER SERVICES	133,332	1,708,161	457,374
ENTERTAINMENT & AMUSEMENT	26,717	239,333	26,717
FOOD & FOOD PRODUCTS	8,423,871	53,204,244	26,238,798
GASOLINE, LUBRICANTS & OTHER FUELS	130,080	1,321,384	630,825
HORTICULTURE	122,139	716,295	601,197
HOUSEHOLD EQUIPMENT & SUPPLIES	2,199,046	11,731,031	6,239,149
HOUSEHOLD FURNISHINGS	236,469	1,575,476	785,821
INDUSTRIAL MATERIALS	1,268,874	9,655,264	4,386,631
INSURANCE	575,090	3,627,174	1,995,879
JEWELRY, OPTICAL GOODS & CAMERAS	992,790	5,623,815	3,315,470
MEDICINES & PROPRIETARY REMEDIES	3,734,677	27,683,308	12,065,741
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	643,526	3,540,346	1,874,134
POLITICAL	——	66,174	——
PUBLISHING & MEDIA	166,893	827,833	373,908
RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	414,276	3,725,508	1,554,043
SMOKING MATERIALS	4,808,278	29,140,544	14,583,828
SOAPS, CLEANSERS & POLISHES	4,705,606	32,252,286	16,117,243
SPORTING GOODS & TOYS	43,418	758,467	373,391
TOILETRIES & TOILET GOODS	8,036,919	49,177,572	24,446,213
TRAVEL, HOTELS & RESORTS	342,372	1,433,403	816,558
MISCELLANEOUS	760,261	4,119,556	2,368,280
Total	**$43,769,105**	**$283,071,449**	**$139,338,596**

LNA-BAR: Gross Time Costs Only

QUARTER'S TOP 25

By Company 2nd Quarter, 1958

1.	PROCTER & GAMBLE	$13,057,882
2.	GENERAL MOTORS	5,763,975
3.	GENERAL FOODS	5,337,899
4.	COLGATE-PALMOLIVE	5,299,186
5.	LEVER BROTHERS	5,217,660
6.	CHRYSLER	4,344,806
7.	R. J. REYNOLDS TOBACCO	4,169,486
8.	AMERICAN HOME PRODUCTS	4,121,302
9.	GILLETTE	4,107,370
10.	BRISTOL-MYERS	3,748,943
11.	KELLOGG	3,075,520
12.	AMERICAN TOBACCO	3,013,044
13.	FORD MOTOR	2,992,374
14.	LIGGETT & MYERS TOBACCO	2,532,264
15.	PHARMACEUTICALS INC.	2,484,122
16.	GENERAL MILLS	2,399,538
17.	STERLING DRUG	2,335,641
18.	BROWN & WILLIAMSON TOBACCO	2,084,982
19.	P. LORILLARD	2,065,500
20.	EASTMAN KODAK	1,595,492
21.	RADIO CORP. OF AMERICA	1,577,354
22.	REVLON	1,482,808
23.	NATIONAL DAIRY PRODUCTS	1,398,693
24.	STANDARD BRANDS	1,397,548
25.	GENERAL ELECTRIC	1,360,289

QUARTER'S TOP 25

By Brand, 2nd Quarter, 1958

1.	TIDE (P&G)	$2,162,490
2.	WINSTON CIGARETTES (REYNOLDS)	1,909,594
3.	ANACIN (WHITEHALL)	1,888,292
4.	CHEVROLET PASSENGER CARS (GM)	1,803,162
5.	VICEROY CIGARETTES (B&W)	1,628,189
6.	DODGE PASSENGER CARS (CHRYSLER)	1,569,738
7.	FORD PASSENGER CARS (FORD)	1,540,234
8.	CAMEL CIGARETTES (REYNOLDS)	1,485,269
9.	BUFFERIN (B-M)	1,208,317
10.	L&M FILTER TIP CIGARETTES (L&M)	1,143,267

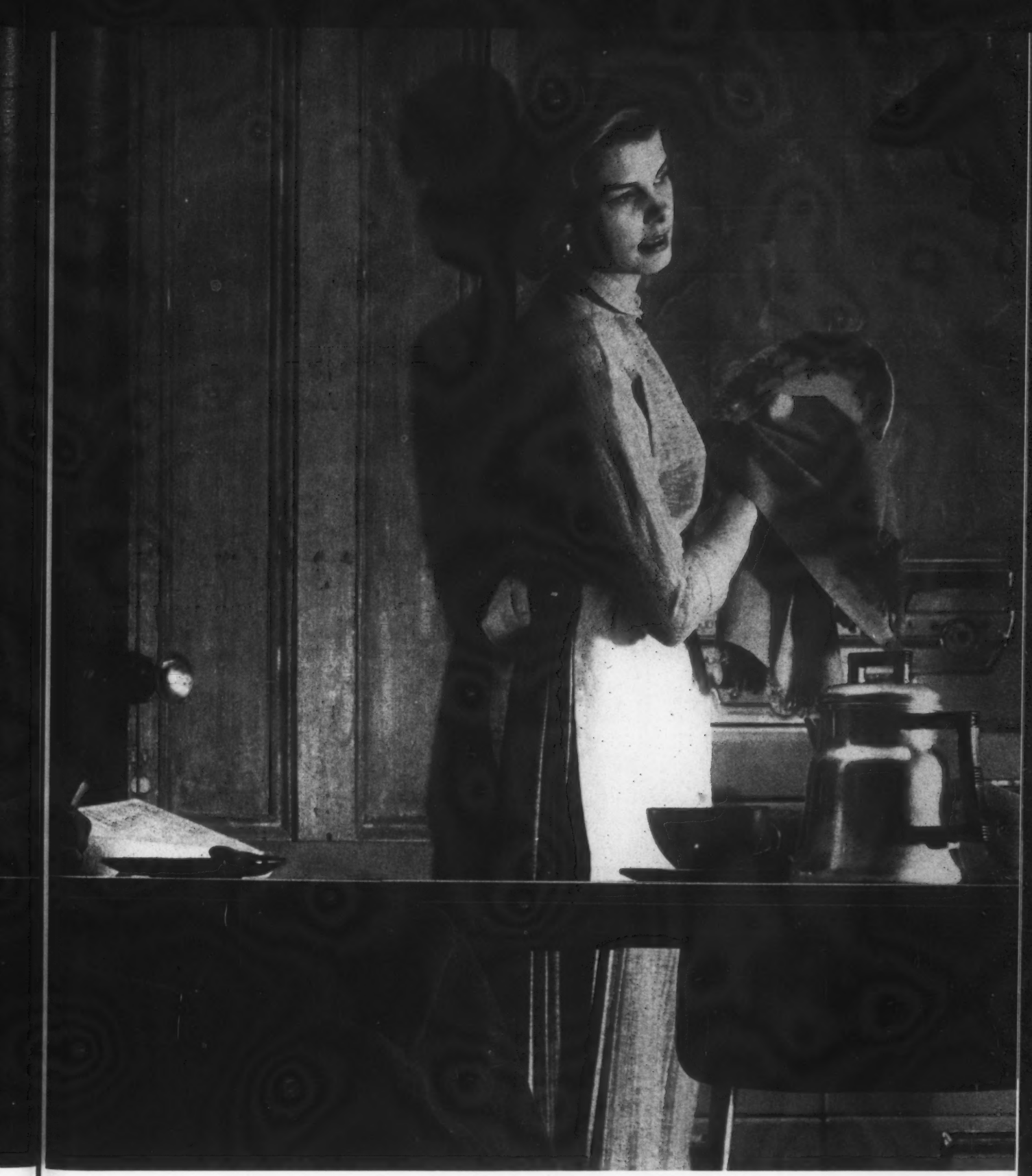
CONTINUED *on page 46*

Season ticket on the bench

They say Chic Harley started it. From the day Ohio State's first All-American shattered the Michigan jinx, Central Ohioans have shared an insatiable, almost ferocious, sports appetite. It isn't really true that our natives request burial out near Ohio Stadium, but nowhere else are sports paths so heavily traveled.

That's why WBNS-TV provides reserved seats for major league baseball, football, hockey, racing and a string of special events. That's why "Coach of the Year" Woody Hayes is in his eighth season with us and Don Mack, a crusty, individualistic hunter and fisherman is now in his tenth year "Outdoors" on Channel 10.

The roof nearly blew off the weekend of the state high school basketball finals. 200,000 fans wanted 13,500 seats. WBNS-TV, as a matter of course, cancelled a clutch of prime network time and spot billing to carry the games. When our underdog North



High kids broke Middletown's 76-game victory string, we were delirious. When they lost the finals in double overtime, we just didn't feel like talking about it.

Sometime remind us to show you all those nice letters from folks who appreciated our part in the affair. Response such as this is warmer than coin to a station that enjoys perfect rapport with its Central Ohio neighbors. It also motivates Madison Avenue to say with authority, "If you want to be seen in Central Ohio—WBNS-TV."

WBNS-TV

CBS Television in Columbus, Ohio
Market center of 2,000,000 people

Affiliated with The Columbus Dispatch
316 kw. Represented by Blair TV

11.	PLYMOUTH PASSENGER CARS (CHRYSLER)	1,111,128
12.	FAB DETERGENT (COLGATE)	1,086,588
13.	EASTMAN KODAK CAMERAS (EASTMAN)	1,066,385
14.	WISK LIQUID DETERGENT (LEVER)	1,064,532
15.	KENT CIGARETTES (LORILLARD)	1,007,677
16.	GLEEM TOOTH PASTE (P&G)	991,526
17.	GERITOL (PHARMACEUTICALS)	986,702
18.	CHEER DETERGENT (P&G)	983,876
19.	OLDSMOBILE PASSENGER CARS (GM)	952,590
20.	PRUDENTIAL INSURANCE CO. OF AMERICA	949,199
21.	PALL MALL CIGARETTES (AM. TOBACCO)	914,037
22.	CHESTERFIELD CIGARETTES (L&M)	906,406
23.	OLD GOLD CIGARETTES (LORILLARD)	857,535
24.	BAYER ASPIRIN (STERLING DRUG)	844,294
25.	HIT PARADE CIGARETTES (AM. TOBACCO)	831,666

TOP 15 *By Company*

JUNE 1958

1.	PROCTER & GAMBLE	$4,362,434
2.	GENERAL FOODS	1,821,742
3.	COLGATE-PALMOLIVE	1,745,374
4.	LEVER BROTHERS	1,700,311
5.	GENERAL MOTORS	1,576,727
6.	GILLETTE	1,393,870
7.	R. J. REYNOLDS TOBACCO	1,382,541
8.	AMERICAN HOME PRODUCTS	1,318,255
9.	BRISTOL-MYERS	1,209,591
10.	CHRYSLER	1,198,375
11.	AMERICAN TOBACCO	1,030,851
12.	GENERAL MILLS	952,707
13.	FORD MOTOR	900,832
14.	KELLOGG	863,478
15.	STERLING DRUG	834,558

TOP 15 *By Brand*

JUNE 1958

1.	TIDE (P&G)	$740,176
2.	CHEVROLET PASSENGER CARS (GM)	683,258
3.	WINSTON CIGARETTES (REYNOLDS)	624,623
4.	ANACIN (WHITEHALL)	572,963
5.	VICEROY CIGARETTES (B&W)	512,785
6.	CAMEL CIGARETTES (REYNOLDS)	500,575
7.	DODGE PASSENGER CARS (CHRYSLER)	442,723
8.	FORD PASSENGER CARS (FORD)	428,982
9.	BUFFERIN (B-M)	388,207
10.	LUCKY STRIKE CIGARETTES (AM. TOBACCO)	385,385
11.	EASTMAN KODAK CAMERAS (EASTMAN)	372,907
12.	L&M FILTER TIP CIGARETTES (L&M)	354,401
13.	PRUDENTIAL INSURANCE (PRUDENTIAL)	350,610
14.	WISK LIQUID DETERGENT (LEVER)	342,400
15.	BAYER ASPIRIN (STERLING DRUG)	338,566

National Spot Over Top For First Six Months '58

Radio's national spot billing for the first six months of this year rose 7.8% above the same period a year ago, reaching an estimated $93,574,000, Lawrence Webb, managing director of Station Representatives Assn., reported last week.

He said it was the highest first-half total ever recorded in national spot radio. (The figure for the first half of 1957 was $86,770,000.) Mr. Webb saw "strong indications" that the second half of this year would exceed the first-half total and raise the year's overall gain past the 10% mark. A 10% boost on top of last year's record $183,987,000 would bring the 1958 total to more than $202 million.

The SRA estimates are based on reports by SRA member firms as audited by Price Waterhouse & Co., accounting firm. Mr. Webb noted that these estimates in the past have come "within a fractional percentage" of actual figures subsequently released by FCC.

SRA figures placed national spot radio billings for the first quarter of 1958 at $46,171,000, up 4% from the comparable period of 1957. For the second quarter the estimate was $47,407,000, an 11% increase over the second quarter of last year.

Special Lestoil Promotion Gets Results in Evansville

Adell Chemical Co., Holyoke, Mass., a $9 million spot tv advertiser responsible for the Lestoil detergent tv success story was, delighted last week on two counts:

• A uhf station—WEHT (TV) Evansville, Ind.—showed the advertiser what a promotion-merchandising campaign can do to boost Lestoil, whose business already is booming.

• A station representative—Young Television Corp.—had set forth a hard sell concept via tv and pre-conditioning of distribution arteries before the tv campaign for an advertiser that believes in placing its television first and then forcing distribution.

Adell's management visited Evansville Monday (Aug. 11), the day WEHT was to carry out a marketing concept it had created with the help of Young Television. Adell's president, J. L. Barowsky, Mrs. Barowsky and other Lestoil management were guests of the station. As part of the marketing plan, a Monday promotion featured a telecast of special events set up specially for the Lestoil people with on-air interviews of Mr. and Mrs. Barowsky and others. Leading local distributors (chain stores, supermarkets, drug store chains etc.) who would handle Lestoil also attended. Evansville's mayor proclaimed Monday "Lestoil Day" and was at the on-air-party.

Lestoil agreed to place its spots on the one station for one month exclusively before its campaigns started on the other stations in Evansville. It traditionally buys 52-week spot runs on all stations in a tv market. During the month, WEHT is running its special promotion. Included are a two-week teaser campaign with radio and tv mentions, newspapers and billboard etc.; a "Lestoil Day," a "Lestoil Week" and a "Lestoil Month." Along with this, a contest was run among dealers offering an all-expense trip to Florida as a prize for the one with the best Lestoil display.

An original budget of about $600 weekly had been set for the Evansville area but the budget for WEHT alone went to $474. Adding purchases on the other stations the Lestoil weekly budget for Evansville exceeds $1,000 for the market.

ANA to Take Up International Ads

A special one-day session taking up problems of international advertising has been scheduled for Sept. 25 in New York by the Assn. of National Advertisers. William H. Collins, advertising and sales promotion manager of Standard Vacuum Oil Co., a committee chairman, explained to members that the session is being called to examine the subject of international advertising "in depth" since so many ANA members have expressed concern about a lack of knowledge on international ad strategy. The session will be held at the Sheraton-East (Ambassador) Hotel in Manhattan.

Excise Tax Proposal Brings AFA Protest

The Advertising Federation of America last week called on all members and manufacturers to protest the contemplated Internal Revenue Service ruling which, it claimed, endangers the annual $2 billion cooperative advertising budget.

The appeal was made in the Aug. 12 Legislative Report of AFA, signed by Jim Proud, president and general manager.

The IRS proposal—which would reverse a 20-year policy—would require a manufacturer to figure his excise tax on the cost of making an article, including any allowances for co-op advertising. Up to now, co-op advertising allowances have been exempted from this figuring.

Not only would this change cost manufacturers $15-$20 million extra in excise taxes yearly, the AFA bulletin stated, but manufacturers would probably reduce co-op allowances, abandon them altogether or pass the increased costs along to the consumer in the form of higher prices.

Co-op advertising accounts for 20% of all advertising expenditures, AFA said. Leading manufacturers in the automobile, appliance, food and clothing fields use co-op advertising extensively, AFA stated, citing these examples: Philco, in 1956, allotted $10 million of its $25 million ad budget to co-op; GE spent $9 million for co-op and $6 million for national advertising in 1956; Norge spent $10 million out of a total $13 million ad budget for co-op in 1957.

Last May industry witnesses objected to the proposed re-interpretation of the co-op advertising policy in a hearing held by IRS [GOVERNMENT, June 2].

The Senate last week passed an excise tax bill which made no change in the 10% excise tax on tv receivers, notwithstanding several bills calling for deletion of the excise tax on uhf or all-brand tv receivers in order to help uhf broadcasting. The Senate turned down a bid to lower the cabaret tax from 20% to 10%, but it exempted the first $1 in movie admission

from the heart of Pittsburgh to the entire tri-state area!

WIIC

CHANNEL **11**

REPRESENTED BY
BLAIR-TV

BASIC
NBC
AFFILIATE

WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700 TWX: PG 16

price from the 10% admission tax. The present exemption is 90¢, but if a ticket costs more than that, the tax applies to the full price. The excise tax bill was in Senate-House conference at the weekend.

Cyanamid Back Again For Tv Farm Newsreel

A national advertiser that gave tv a tumble for the first time last winter is coming back for more starting next month.

The advertiser is Farm & Home Div. of American Cyanamid Co., New York, rated among the largest chemical companies in the U. S. The program: a 15-minute newsreel show, *Cyanamid Farm Newsreel,* which the division sponsored on some 60 stations covering a major part of the market area for Cyanamid's Aureomycin, an antibiotic used on the farm as a feed supplement to promote growth and health in animals and as a medicant to prevent and control diseases in livestock and poultry.

The program ran initially for 13 weeks starting Feb. 14 [ADVERTISERS & AGENCIES, Jan. 20]. As described then by the company and its agency, Cunningham & Walsh, New York, the series was "the first nationally syndicated television newsreel designed for a farm audience."

The renewal for mid-September calling for approximately the same number of stations represents an outlay of approximately $250,000 in time and talent for the 13 weeks.

Major source of the film used is Hearst Metronome News' Telenews. The shows, which make use of spot news coverage, Agriculture Dept. news reports on livestock and various features, this fall will also stress tie-ins with universities and agricultural schools. The series is co-produced (Telenews and Cunningham & Walsh); executive producer is Tom DeHuff, tv account executive, Cunningham & Walsh.

Most of the shows last spring were shown on Friday, Saturday or Sunday in time periods falling generally between noon and 1 p.m., or between 6 and 7 p.m., and covered rural areas of the U. S.

Bayuk Buys NBC-TV Package; Cigars to Get Year-Round Exposure

Bayuk Cigars Inc., Philadelphia, has bought a year-round sports package for Phillies and other brands on approximately 128 NBC-TV-affiliated stations, E. Archie Mishkin, Bayuk president, has announced.

The package, reportedly the largest network tv buy by a cigar manufacturer, includes co-sponsorship of the complete NBC-TV major league baseball schedule, the Sugar Bowl, Senior Bowl and nine National Collegiate Athletic Assn. football games, 22 National Basketball Assn. games and the National Invitational College basketball tourneys. The package kicks off Sept. 20 with the Missouri vs. Vanderbilt football game. The NBA games will be on 22 Sunday afternoons beginning Oct. 11.

The NBC-TV sports package is in addition to Bayuk's annual radio-tv co-sponsorship of several major league baseball contests for its Phillies cigars. Phillies also co-sponsors WGN Chicago's *Big Ten Football.* A decision whether commercials in the sports package will be live or film has not been reached. Agency: Feigenbaum & Wermen Adv. Inc., Philadelphia.

GIFT FROM THE SEA

Sea-travel spot announcements in the Midwest? Such a campaign may come about within the next few years —marking a departure in sea-travel ad strategy. Steamship companies traditionally have restricted radio-tv spot to east and west coasts, regarding any placement between the two areas a waste of limited funds. But already one ship firm, American Export Lines, is thinking ahead to the time its luxury crafts *Independence* and *Constitution* will berth in Chicago having entered Great Lakes via the St. Lawrence Seaway, now being deepened. Being considered by Doyle Dane Bernbach, AEL agency: the feasibility of promotion travel to Italy in the heartland of America via radio.

Soule Devises Rating Format For Local or National Data

Frank Soule, motion picture veteran formerly with National Telefilm Assoc., said last week he had devised a new rating service which would operate on assignment only and could be national, regional or local in scope, according to the client's needs.

He said he had made arrangements with Certified Reports Inc. whereby that company's 3,000 staff people in the field would conduct telephone interviews to get ratings on any program a client might select. The Certified Reports field personnel are located in cities throughout the country and ratings will be made in one or more markets as well as nationally.

The individual reports would be submitted to Mr. Soule on special cards which he has copyrighted, for quick processing by electronic computer machines. He estimated he would be able to deliver national ratings in seven days and local ratings within 48 hours. Prices remain to be worked out, but he said they would be on a cost plus basis. Mr. Soule said he may be reached at Certified Reports Inc., 1501 Broadway, New York.

KTLA (TV) Telecopter to Star In $15,000 L. A. Movie Campaign

Movie history will be made Friday (Aug. 22) when KTLA (TV) Los Angeles uses its Telecopter flying remote unit [STATIONS, Aug. 4, July 28] to cover the premiere of "The Big Country" starring Gregory Peck at the Stanley-Warner Theatre in Beverly Hills, Calif. This first Telecopter coverage of a movie premiere will be the highlight of a $15,000 week-long radio-tv campaign for the premiere by United Artists through Marty Weiser Co., Beverly Hills agency.

More than 1,000 spot announcements will run on eight Los Angeles radio stations —KABC, KDAY (Santa Monica), KHJ,

PREVIEW

Cracking the bear market

As a means of introducing its new 18-ounce, family-size package of Wheat Chex, the Ralston-Purina Co., St. Louis, will utilize an "offbeat" commercial featuring a Northwest Mounted policeman who likes the cereal and a bear, who, fortunately, is also a fan.

The commercial, which will be carried on Ralston's sponsorship of ABC-TV's *Bold Journey* (Monday, 8:30-9 p.m., NYT), starting Sept. 22, was created by the company's agency, Guild, Bascom & Bonfigli, San Francisco, and filmed by Wayne Steffner Productions, Hollywood. Dan Lindquist was the agency producer and Courtenay Moon, creative chief of GB&B, was script supervisor. Fred Gaddette was director for Steffner.

The commercial opens with the Royal Mountie (enacted by announcer Lee Marvin) praising Wheat Chex in verse and song. Suddenly his exultation is broken by a growl and a large bear stalks out of a cave behind the Mountie.

The Mountie (very nervously): H-h-h-hi th-there. You go for Wheat Chex, huh?" (Hands package to bear).

Bear (yodels happily): "Oh-dee-oh-lay-he-hoo!" (Takes package).

The Mountie: "Well here! Have some more!" (Hands bear lots of Wheat Chex and the animal grins.)

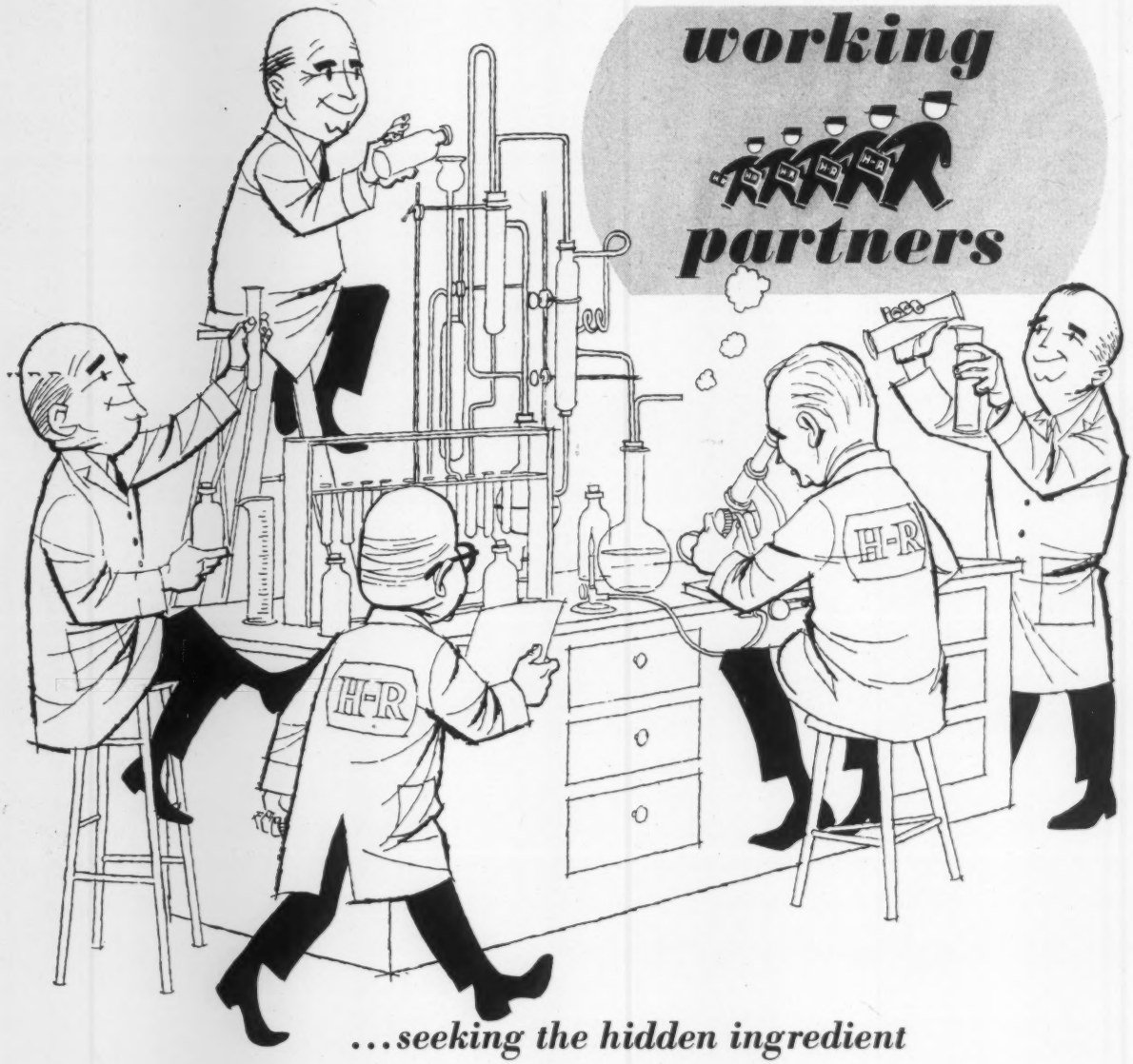
New Voice from the Shadow of the Kremlin

He is the witness and the witnessed of history. Nearby, at the Khimkinskoe Reservoir, Moscow, are six sleek racing shells—one from the University of Washington, the others, Russian. Soon, the taut expectant crews will send them hurtling to the finish line and the magnificent tableau of an international sports event will unfold 7,544 miles away—Keith Jackson, KOMO, Seattle, reporting direct via radio and on-the-spot TV film coverage.*

This is history's first live, direct broadcast of an athletic event from Russia. This is broadcasting's remotest remote. This is responsible broadcast journalism. This is . . .

KOMO-TV and KOMO Radio, Seattle · *Sold by NBC Spot Sales*

* The world first learned of the two and one-half length U of W victory through Jackson's live broadcast



...seeking the hidden ingredient

We have never been content to provide buyers with *only* the obvious facts and figures about our stations and the markets in which they operate. From the day H-R was started by a group of Working Partners, we have sought for the "hidden ingredient" that distinguishes each station and makes it a more logical selection for important schedules.

The value of this persistent research and continuing market study takes on added significance at H-R, because all of the Working Partners and the men on our staff, have the experience and ability to interpret these findings into *extra* service for time buyers and into *extra sales for our stations.*

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

"We always send a man to do a man's job"

RADIO **H-R** TELEVISION, INC. TELEVISION REPRESENTATIVES, INC.

NEW YORK	SAN FRANCISCO	ATLANTA
CHICAGO	DALLAS	HOUSTON
HOLLYWOOD	DETROIT	NEW ORLEANS

KLAC, KMPC, KNX, KPOL and KRHM (FM)—and the agency believes it to be the first use of an fm station in a premiere advertising campaign.

The Telecopter, which will first show the city skyline, then close in on the tower of the theatre and the name of the picture in lights, finally will come down to focus on the opening night crowd and individual stars, if the craft can come low enough for its Zoomar lens to pick them out. The half-hour KTLA broadcast also will use three ground cameras to cover interviews and other opening night hoopla. UA has also signed for another half-hour telecast on KCOP (TV) Los Angeles, in which clips from the picture will be shown and behind-the-scenes personnel interviewed on the making of the film. The campaign started Aug. 17 and will run through Saturday (Aug. 23).

Partners Form Two New Agencies In Stiller, Rouse & Hunt Split

Stiller-Hunt Adv. starts business today (Aug. 18) in new quarters at 9033 Wilshire Blvd., Beverly Hills, Calif. Principals are George Stiller and Don Hunt, former partners in Stiller, Rouse & Hunt, Los Angeles. New agency is broadening its services to increase the emphasis on marketing, consumer research and merchandising. It plans to extend activities to Miami Beach, Fla., and Washington, D. C., within the next 90 days. Telephone: Bradshaw 2-0204.

Third partner in Stiller, Rouse & Hunt, Art Rouse, has joined forces with Mort Goodman, former head of Goodman Adv. to form Goodman & Rouse as a new agency which will occupy the former SR&H offices at 250 S. La Cienega Blvd., Beverly Hills. Telephone: Oleander 5-8550. Key personnel includes Perry E. Pasmezoglu, senior account executive, Bernice Walker, media director; Betty Van Camp, accounting; Hilda Black, public relations, and Frank Byron, art production director.

'Muskrat' Case May be Appealed

Attorneys for Hills Bros. Coffee, Inc., N. W. Ayer & Son and George Simon Inc. are considering an appeal of the injunction against use of "Muskrat Ramble" with commercial lyrics which Los Angeles Superior Court Judge Howard D. McClain granted Ray Gilbert, writer of the original lyrics to Kid Ory's jazz classic. The court also awarded Mr. Gilbert damages of $10,000 for the use of the work without his permission. He had asked for damages of $300,000 in his suit, filed last year [ADVERTISERS & AGENCIES, April 29, 1957].

The case is unusual in that permission to use the tune with new lyrics in the coffee company's broadcast commercials had been secured from George Simon Inc., publisher of the number and copyright holder, whose right to issue such permission were challenged in Mr. Gilbert's action. Judge McClain ruled that after publication and performance of the words and music together, the two became parts of the whole and rights of composer and lyricist could not be segregated.

NEW D'ARCY ACCOUNT: NEHI CORP. BUSINESS

- **Old billing peak regained**
- **Nehi likely to stay in spot**

D'Arcy Adv., St. Louis, which suffered a sharp reversal in early 1956 when it lost the $15 million Coca-Cola account, has moved steadily ahead since that date. Last week, D'Arcy acquired the $3 million account of the Nehi Corp. (soft drinks), Columbus, Ga., to bring its billing even with the approximate $57 million peak attained in 1955.

The broadcast-conscious Nehi account was resigned by Compton Adv., New York, several weeks ago [ADVERTISERS & AGENCIES, Aug. 4] in a disagreement over "basic policy decisions." Nehi products include Royal Crown Cola, Nehi Flavor and Par-T-Pak beverages.

Media plans for Nehi have not been set although radio and tv are expected to play a major role. During the three years the account was at Compton, an approximate $2.5 million annual budget (billings go up $500,000 this year) was spent this way: 80% in radio-tv spot and 20% in newspapers. This formula is expected to continue since Nehi is reported to have "a fairly satisfactory sales picture." Though the company is nationwide, its distribution is centered mainly in the Midwest, the South, and, to a slighter extent, on the Pacific Coast. It has fewer outlets in the Northeast.

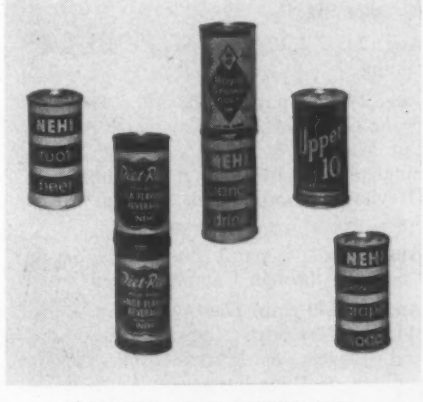
The account will be handled out of D'Arcy's New York and Atlanta offices. Frank Weber of New York will be account supervisor and M. L. Boyd of Atlanta will be account executive.

Nehi had received presentations from several agencies over an eight-week period. The account selection was conducted by W. H. Glenn, Nehi president, and Samuel Harned, an advertising consultant.

D'Arcy will service the parent franchiser and its 460 bottlers in the U. S. and abroad.

It was understood that a strong contributing factor in the selection of D'Arcy was its long association with the soft drink industry. D'Arcy handled Coca-Cola 49 years until the account transferred to McCann-Erickson in March 1956.

D'Arcy is regarded as one of "the hottest" agencies in new business acquisitions. The agency obtained the $5 million Studebaker-Packard account several weeks ago [ADVERTISERS & AGENCIES, Aug. 4] although no official announcement has been made and last January acquired the $2 million Halo account. In the past 18 months it has gained a string of medium-sized accounts which has enabled the agency to recover from the $15 million Coca-Cola defection. These include Bigelow-Sanford carpets, portions of General Dynamics advertising, Doyle Inc. (dog food), Ralston-Purina Latin American advertising, and Reddi-Wip in Canada.



D'ARCY'S NEW BEVERAGES

Stripe Free Time Bid Claims Good Response

The Pepsodent Div. of Lever Bros. claims it is getting favorable response to its request of select radio (and tv) stations for an "open spot" to talk about its Stripe toothpaste.

The Pepsodent solicitation for free time was revealed in a letter sent to stations by John M. Williams, brand publicity manager for Stripe [CLOSED CIRCUIT, Aug. 11]. Mr. Williams, noting that Stripe is being introduced in the market writes, "The thought occurs that you might have an open spot to discuss this colorful new weapon against tooth decay on one of your shows" in a specified weekly period in August.

Contacted at the Lever House in New York, Mr. Williams acknowledged Stripe's practice of asking for time on broadcast stations and space in newspapers in introductory markets. But, he added, Lever buys time and, moreover, finds that where Lever has been permitted to tell its story for the product on unpaid time, the impact has been great—a credit for the broadcast media.

Though Lever's Pepsodent Div. ostensibly is not holding a club over anybody's head, the advertiser is very active in the broadcast media. But, as one peeved station official wrote Mr. Williams: "In view of the fact that following an eminently successful radio campaign, your company abandoned radio in favor of tv . . . it seems to me that your request for free time to extol the merits of Pepsodent is to use your own word . . . colorful." The official pointed out that certain competitive toothpastes are consistent users of the station and that it would be a "bit awkward" for the station to donate time to a non-user.

The station was referring to the Pepsodent switch of its multi-million-dollar radio spot schedule for Pepsodent toothpaste to spot tv [ADVERTISERS & AGENCIES, March 3]. In that changeover Pepsodent suddenly cancelled its radio spots which ran in as many as 200 markets and moved rapidly to install tonnage use of spot tv (largely ID's).

The turnabout aroused a segment of the radio industry including several station representatives and the Radio Advertising Bureau.

Stripe, a new Pepsodent toothpaste that actually is striped pink and white, has a spearmint flavor and contains hexachlorophene (claimed as a bacteria killer), was

introduced late last fall. By winter, the toothpaste was receiving a tv test in two unidentified cities [ADVERTISERS & AGENCIES, Jan. 29]. Late in the spring after six months of print media-only introduction, Stripe fanned out to about half the country's selling areas. At this time, spot tv—a "substantial" schedule—was brought in to augment the Stripe drive [ADVERTISERS & AGENCIES, June 16]. Stripe does not use spot radio.

The two toothpastes are handled by different agencies: Stripe by J. Walter Thompson Co., New York, and Pepsodent by Foote, Cone & Belding, also New York.

Asked about Pepsodent's bid for free plugs, a J. Walter Thompson spokesman expressed ignorance but observed that many companies do this through public relations or publicity channels.

According to Mr. Williams' request, the Stripe brand manager was putting together an itinerary of open spots on station schedules. Idea: he would talk about Stripe—a dentifrice with a bacteria destroyer; about tooth care—Stripe makes it more fun for youngsters; and "even reveal how the stripes are put on Stripe."

EWR&R Publishes Newsletter

As a means of improving communications both within the agency and among its clients, Erwin Wasey, Ruthrauff & Ryan Inc. last week issued the first edition of *EWRR News*, a newsletter summarizing developments at the agency over the past few months. The agency plans to issue the newsletter every four to six weeks and distribute it both internally and to a selected list of clients and to prospective clients. The first issue included information on the 11 new accounts at EWR&R since mid-April, an article on economic trends and their effects on various media and an essay on the application of social science to marketing and advertising.

PERCENTAGE IN COOK BOOK SPOT?

A major print-media combine plans to take a new and heavier plunge into spot television this fall. But once again it will not buy at card rates even though it is spending $100,000 on production of the filmed "commercials." Instead it proposes to reimburse "cooperating" stations on a modified per-inquiry basis.

The "sponsor" is Consolidated Book Publishers, a subsidiary of a sprawling midwest printing empire, Book Production Industries Inc., Chicago. By arrangement with Hearst Corp., Consolidated is acting as sales and distribution agent for a series of 20 paper-bound cook books sold through supermarkets, chain and independent grocery stores at 29 cents each. The books are edited by the staff of *Good Housekeeping* magazine and bear that publication's well-known "seal of approval." Though Consolidated claims ownership of the books, Hearst maintains full copyright.

Hearst uses the printing and production facilities of Consolidated-affiliated Cuneo Press (John F. Cuneo Co.) for its numerous magazines and *American Weekly* Sunday newspaper supplement. Hearst only recently sold its *GH* booklets to Consolidated.

Consolidated also will use newspapers on a percentage basis to move its newly-acquired cook books.

This is how the plan will work. Representatives of Consolidated—probably the field sales staff of *Family Weekly* Sunday supplement, another sister division—will approach station managers (or newspaper executives, as the case may be) with this proposition: Advertise the *Good Housekeeping* booklets and thereby win additional grocery store advertising revenue. Should the station be willing, its salesmen will talk to local or regional store managers, seek their cooperation and perhaps persuade them to buy time (cooperative with food distributors) on the premise that "people just don't go to your store to pick up the booklets we advertise; they'll surely buy food stuffs, etc."

'COMMERCIALS' *for Consolidated Book Publishers will promote a cook book series edited by the* Good Housekeeping *magazine staff. Station payment is based on book sales at food stores.*

With the groceries stocking and displaying the booklets, the station need not be concerned with mailing out the booklets from its premises; but it will keep tabs on the number sold. In return for its efforts (and time), stations are to receive an estimated 6½% of the total retail sales on the books—of roughly, 1½ to 2 cents per book. The grocers will be rewarded with 20-25% of guaranteed sales and the publisher agrees to take back all unsold issues at the close of each promotion. (There being 20 books, it is expected there will be 20 individual promotions.)

To head off what could be an "unfair scramble" (and to properly gauge media impact), Consolidated is understood to be using only one media outlet per market—tv or newspaper—but will, "in certain instances," use multi-media facilities "where it's been fully worked out to mutual satisfaction of all parties concerned."

Hearst officials maintained that they are not contributing toward media payments and said that their only interest in the booklets is limited to "copyright and editorial matters." Fred Lewis, vice president and general manager of Hearst Magazine Div., declined to specify the working arrangement between his firm and consolidated, nor would he disclose purchase price. Consolidated officials, contacted in Chicago last week, said they saw "nothing unusual" in this type of promotion and claimed they have been doing it "for a long time." But they noted that any discussion of the newest campaign at this time would be "decidedly premature."

Consolidated sales vice president Walter C. Dreyfus said his firm had been using tv stations in "similar promotions" since 1947. Prior to taking over the 20 *Good Housekeeping* books, Consolidated had been promoting two of its own publications, also dealing with culinary skills and also retailing in grocery emporiums for 29 cents.

Consolidated is "not ready" to talk of duration, but it was learned that initially the campaign is set for 23 weeks in about

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

Aug. 18-22, 25-27 (12:30-1 p.m.) *It Could Be You,* participating sponsors.

Aug. 18-22, 25-27 (2:30-3 p.m.) *Haggis Baggis,* sustaining.

Aug. 18, 27 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

Aug. 20, 27 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co. through J. Walter Thompson.

Aug. 21 (7:30-8 p.m.) *Tic Tac Dough,* RCA Victor through Kenyon & Eckhardt and Warner-Lambert through Lennen & Newell.

Aug. 21 (10-10:30 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson.

Aug. 22 (7:30-8 p.m.) *The Big Game,* sustaining.

Aug. 23 (8-9 p.m.) *Bob Crosby Show,* participating.

Aug. 24 (7-7:30 p.m.) *Noah's Ark,* sustaining.

Aug. 24 (8-9 p.m.) *Steve Allen Presents Eydie Gorme & Steve Lawrence,* American Machine & Foundry through Cunningham & Walsh, Procter & Gamble and Greyhound Corp., both through Grey Adv.

Aug. 24 (9-10 p.m.) *The Chevy Show* Chevrolet through Campbell-Ewald.

Aug. 26 (8-9 p.m.) *The Investigator,* RCA Whirlpool through Kenyon & Eckhardt and Liggett & Myers Tobacco Co. through McCann-Erickson.

No place for fishtails!

Locale: Greater WOODland in May

Subject: WOODland's Annual Antique Auto Tour

Situation: WOODlanders by the droves turn out to cheer the country's most distinctive antique auto affair

WOODlanders *love* new cars: last year they dropped $564,900,000 on chrome and high horse power. Once a year, though, they forsake fancy fishtails to flock around the cars Gramps used to drive. The dates this year were May 24-25 and about 100 lovable old clunkers made the grand tour through greater WOODland. WOOD-TV is always up front with locally-inspired programs that WOODlanders want — and watch. That's why WOOD-TV *is* WOODland. Ask the Katz man. He'll tell you.

WOOD-TV is first—morning, noon, night, Monday through Sunday—May '58 ARB Grand Rapids

WOOD-AM is first—morning, noon, night, Monday through Sunday—April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher.

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

6 to 60

Sell'em All

with

RADIO RAHALL

Rahall Stations attract every age group 6 to 60 with every catagory of programming . . . news, music, sports and public service events. Your product is sold by top personalities . . . on these top-rated Hooper and Pulse stations.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

100 markets, with kick-off date planned for this fall about the end of September or early October.

Asked whether Consolidated had run into station resistance or had been told by stations to purchase the time at card rate, Mr. Dreyfus said not yet.

A Consolidated official in New York expressed surprise that such thought should even arise. He said, "I don't see why there should be any complaints—after all, the end result is not actually what a station earns today but what it earns tomorrow." Explaining, this executive asserted, "This is a great talking point for station management; they can offer clear-cut and concise proof that it was their message and theirs only that moved the books. A prospective local advertiser, I would think, would be much more impressed with this kind of statistical fact than by promises of audience delivery. Our promotion is a tool with which to pry out additional advertising business."

Consolidated—its parent firm and subsidiaries—uses no radio-tv. Two other divisions of the midwest printing combine—*Family Weekly* (featured in 179 newspapers claiming a total readership of 4.5 million) and *Suburbia Today* (a new colorgravure insert for daily and Sunday newspapers, scheduled to bow this fall)—use newspaper-oriented trade magazines for their advertising programs. Unlike Hearst's *Good Housekeeping* magazine, they employ neither air medium as a means of promoting themselves. *Good Housekeeping*, via Grey Adv., New York, is understood to be the only Hearst publication to make consistent use of radio-tv as a circulation builder.

Commercial production on the filmed tv commercials was by Wylde Studios Inc., New York. The commercials are filmed to be adapted to local cut-ins and come in 248 different storyboards. Star of the commercial is model-actress Lou Prentis; the producer is Fred Levinson, co-owner of Wylde, and script is by Frank Macauley, a free-lance radio and television promotion specialist.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

HOOP SET • Spin-a-Hoop Inc. (toys), Chicago, has appointed Friend-Reiss Adv., N. Y., and will place its initial broadcast campaign starting Wednesday (Aug. 20) for 13-week run in 10 major markets. Minute spots and ID's will run in locally-shown children's programming. Agency already has purchased availabilities in New York, Philadelphia, Chicago, Detroit and St. Louis and seeks clearances in five other cities.

PAAR FOR COARSE • North American Philips Co., N. Y., has ordered 65 participations totaling $450,000 on NBC-TV *Jack Paar Show* starting in September for Norelco shavers. Business was placed by C. J. La Roche Co., N. Y.

TRY-OUT TOWNS • Corning Glass Works, Corning, N. Y., will launch test campaign for new Corning Ware line of skillets, casseroles and sauce pans next month, using spot tv and print media in Providence, R. I., Boston, Hartford and Springfield, all Massachusetts. Length of campaign is undetermined. Agency: N. W. Ayer & Son, Philadelphia.

PRODIGAL SOUP • Campbell Soup Co., Camden, N. Y., after absence of five years from CBS Radio, will sponsor 14 units weekly of 2½ minutes each in network's daytime serials for 26 weeks, starting Sept. 1. Agency is BBDO, N. Y. American Home Foods Div., American Home Products Corp., has bought four weekly five-minute units of CBS Radio daytime serials for 13 weeks, starting Sept. 15. Agency is Young & Rubicam, N. Y.

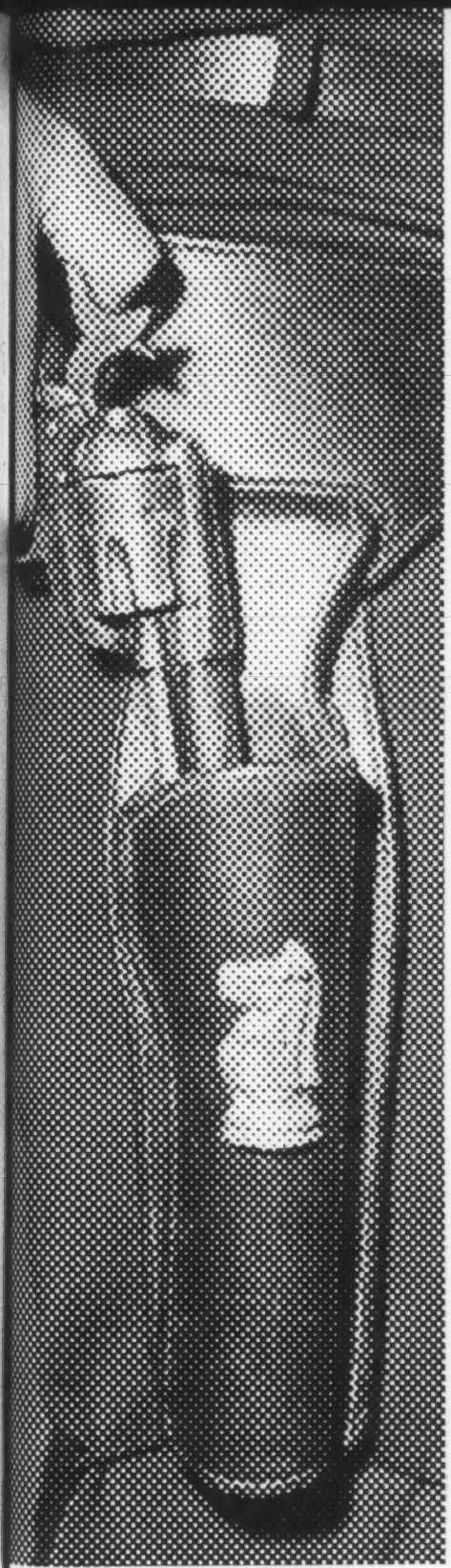
10 IN LINEUP • Packard-Bell Co. will sponsor play-by-play of 17 games of Los Angeles Rams and San Francisco 49'ers professional football teams on special network of 10 radio stations in Oregon and Washington through Robinson, Jensen, Fenwick & Haynes. Broadcast will be fed live from KMPC Los Angeles and KSFO San Francisco. Stations: KUGN Eugene, KFJI Klamath Falls, KYJC Medford, KOIN Portland, KRNR Roseburg and KBZY Salem, all Oregon; KEPR Kennewick, KIRO Seattle, KXLY Spokane and KIMA Yakima, all Washington.

QUARTERBACKERS • Three advertisers — Sunbeam Corp., Libbey-Owens-Ford Glass Co. and Bayuk Cigars—have each signed for one-quarter of NBC-TV's 1958 schedule of NCAA collegiate football games set for telecast on nine dates this fall Sept. 20 through Dec. 6. Series is now three-quarters sold out. Agencies are Perrin-Paus for Sunbeam, Fuller & Smith & Ross for L-O-F and Feigenbaum & Wermen for Bayuk.

SUMMER PUNCH • Pacific Hawaiian

RANGER IDENTIFIED

The most familiar phrase in America today is the Lone Ranger's "Hi-Yo, Silver," George Gallup, director, American Institute of Public Opinion, reports. The fact comes from a poll by the institute that asked Americans if they could identify individuals out of past and present "history" from the phrases they had uttered. Pollsters found that the next best-known phrases are Mae West's "Come up and see me some time" and Gen. Douglas MacArthur's "Old Soldiers never die—they just fade away." *The Lone Ranger* is celebrating its 25th anniversary on radio-tv this year. The tv program is aired by 158 ABC-TV or CBS-TV stations weekly.



HAVE CUSTOMERS . . . WILL TRAVEL

IN SAN DIEGO KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING!

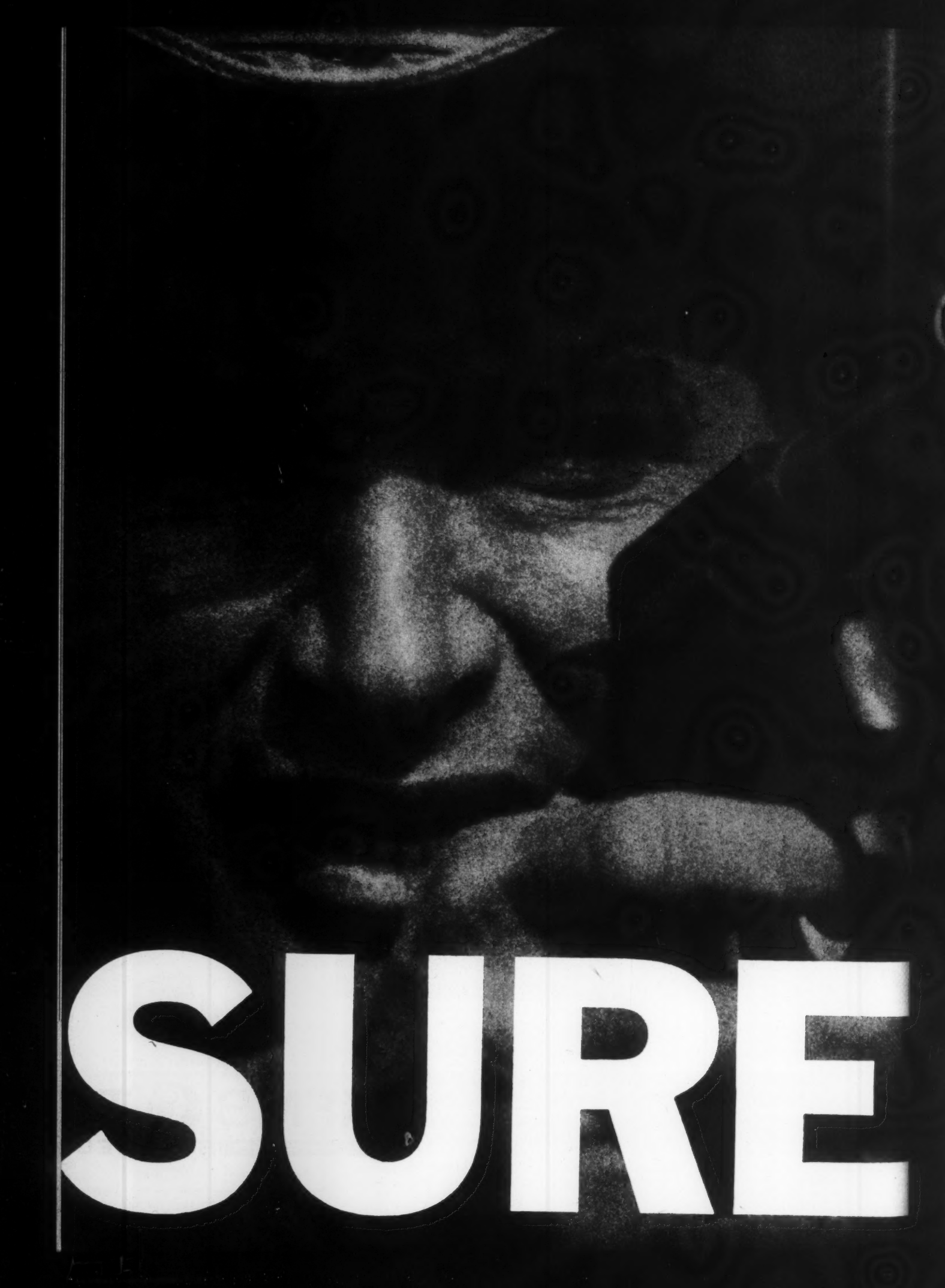
Most exciting **western** action of all is not on the TV screen . . . It's the big, exciting, booming action of the San Diego TV audience of which KFMB-TV has the lion's share. For instance, all of San Diego's top 10 TV shows are on KFMB-TV—29 of the top 30. If you want to send customers to supermarket, drug store, auto or appliance showroom, be a good audience when the Petry man calls on you. Better yet—you call him.

KFMB 8 TV

REPRESENTED BY

Edward Petry & Co., Inc.

SAN DIEGO


SURE

U.S. MARSHAL

is a cinch to draw big audiences and big sales. Can't miss, in fact, since it's an extension of the fabulous "Sheriff of Cochise," which hit the bull's eye in market after market...as a top syndicated TV show.

Now John Bromfield has all of Arizona as his beat. Not just Cochise County alone. And you can look for an even bigger following for this fast-moving action thriller...with Desilu Studios right on target as usual.

Budweiser Beer's hep. It's snapped up a good number of TV markets in a hurry, but many others remain open for *you* to benefit, too. So take aim and fire a wire or phone call to us today... to get in on these thirty-nine half-hour *sure shots* right now!

BOUGHT BY BUDWEISER BEER IN MANY MARKETS! OTHERS AVAILABLE!

NATIONAL TELEFILM ASSOCIATES, INC.
COLISEUM TOWER, 10 COLUMBUS CIRCLE,
NEW YORK 19, NEW YORK, JUDSON 2-7300

NTA

OFFICES: ATLANTA, BOSTON, CHICAGO, DALLAS, HOLLYWOOD, MEMPHIS, MINNEAPOLIS, TORONTO, LONDON

FIRE!

5KW
for all of
Northeast
Michigan

Just ONE Big Buy

does your selling job in all of Northeast Michigan. WFDF's perfectly tailored signal adds to Flint the rich Thumb area, Saginaw, Bay City, and the heart of Michigan's vacationland. NCS #2 shows WFDF as the outstate regional leader, and this BIG new signal* adds even more. Let Katz show you how this important new coverage makes WFDF a key buy for Eastern Michigan.

*daytime

WFDF·910

NBC Affiliate in Flint, Michigan

Represented Nationally by the KATZ AGENCY

Products Co. (Hawaiian Punch) through Fullerton, Calif., has purchased weekly *Yankee Weatherman* shows heard over 31 Yankee Network affiliates throughout New England, starting today (Aug. 18) for remainder of summer. Agency is Atherton, Mogge, Privett Inc., L. A.

STERN STEERING • General Motors Corp., on behalf of its truck division, has ordered Tuesday, Wednesday and Friday sponsorship of Mutual's Bill Stern evening sportscast (8:30-8:35 p.m. EDT) for month of September. Agency is Kudner Inc., N. Y.

WEST COAST WEATHER • Bristol Myers Co. (Bufferin) is new Monday-Friday sponsor of *Weather and You* weathercasts by Harry Geise over CBS Radio Pacific Network. Contract for 13 weeks on 25 stations was placed by Young & Rubicam, N. Y.

BIG ECONOMY LINEUP CUTS COSTS—NBC-TV

- **New Nielsen study cited**
- **Case made for reduced C-P-M**

The more stations an advertiser buys, the less he pays—per thousand homes reached.

That's the thesis of a special research study by NBC-TV. The idea: To get NBC advertisers to increase their station lineups.

"Study after study has established the fact that as an NBC advertiser increases his program lineup to the maximum number of stations," the report asserts, "he has an advantage not only in reaching more homes but also in a decreasing cost-per-thousand. An investigation of Nielsen data demonstrated this and showed in practically all cases a 2-1 advantage of the increased delivered audience over the increased cost."

As one example, the study cited Sandura's 60-station lineup on the daytime *Price Is Right:* "By expanding the lineup to include the 135 NBC stations carrying the program, the audience increased 64% and the cost increased only 37%. The additional 75 stations lowered the cost-per-thousand per commercial minute to $1.19 from Sandura's cost-per-thousand per commercial minute of $1.42. These additional

LESS TO LOSE

Monday, April 6, 1959, has been set as the date of the 31st annual Academy Awards ceremonies of the Academy of Motion Pictures Arts and Sciences, Academy President George Stevens announced. The Monday date was set, he said, in deference to theatre operators who complained that the traditional Wednesday evening cut into their midweek ticket sales. The motion picture industry will again sponsor the awards telecast on NBC-TV, picking up the costs of more than $500,000 in order to keep the event centered on motion pictures throughout, without interruption by commercials of an outside advertiser.

AT THE FINISH LINE IN LOUISVILLE:

WAKY-49.1%

SECOND STATION—**10.8%**
(July-August 1958 Hooperating)

The race is over! And WAKY has run away with Louisville's radio day. In the July 28 issue of BROADCASTING, WAKY's blind ad offered $500 in cash to the three timebuyers who most accurately handicapped the leading station in the July-August Louisville Hooper.

The Winners:

D. T. Elliman, Jr.
BBD & O
New York
» » » **$250** « « « who predicted 48.6% share of audience

Marvin Berns,
J. Walter Thompson
Chicago
» » » **$150** « « « who predicted 47.8% share of audience

Jordan Phee,
Maxon, Inc.
Detroit
» » » **$100** « « « who predicted 46.5% share of audience

The Hooper July-August all day report showing WAKY with a 49.1% share of audience is confirmed by the July-August Trendex which gives WAKY a 51% all day coverage.

Many thanks to all who entered!

WAKY

IN McLENDON OWNERSHIP WITH:

KLIF DALLAS | **KILT** HOUSTON | **KTSA** SAN ANTONIO | **KEEL** SHREVEPORT

all five represented by **JOHN BLAIR & CO.**

stations were bought at a cost-per-thousand per commercial minute of $0.83."

Using ratings data compiled by the Nielsen company for the full complement of NBC-TV stations, the network research department prepared figures on cost-per-thousand per commercial minute (C-M-CM) for the average daytime quarter-hour and the average nighttime half-hour.

The C-M-CM for the average daytime quarter-hour program was $1.68 if the station lineup was limited to the 59 basic stations; it dropped to $1.54 if 20 other stations were added, to $1.48 if the total were raised to 99 stations, to $1.43 for 119 stations, to $1.41 for 137, and to $1.38 for 189 stations. At the same time the Nielsen average audience went from 2,719,000 homes with the 59-station lineup to 4,408,000 homes with 189 stations.

For the average nighttime half-hour the C-M-CM ranged from $4.41 for the 59-station basic group down to $3.53 with the full network of 189 stations. The average audience meanwhile increased from 6,015,000 homes to 9,229,000 homes through expansion to the full network.

In a specific example, the study showed that Sterling Drug, whose C-M-CM on a 100-station *Price Is Right* daytime lineup was $0.87, could get this figure down to $0.85 by increasing to 137 stations (9% gain in audience for 7% gain in cost, with C-M-CM for the 37 additional stations totaling $0.65).

(Sterling Drug not only was impressed by these figures but went even further and expanded its lineup for fall to include the full network, according to NBC authorities.)

The research study cited a number of other specific programs to show that their advertisers, by increasing station lineups, could add substantially to the number of homes reached—with the cost-per-thousand for these additional homes in all cases running well below the C-P-M for the existing lineup. The study used audience data for last fall and winter, in anticipation of this fall's selling season.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,435,000 people in the U. S. over 12 years of age during the week Aug. 3-9. This is how they spent their time.

62.8%	(78,773,000) spent	1,351.1 million hours†	WATCHING TELEVISION
57.9%	(72,627,000) spent	996.9 million hours	LISTENING TO RADIO
84.3%	(104,899,000) spent	425.3 million hours	READING NEWSPAPERS
33.0%	(41,394,000) spent	193.6 million hours	READING MAGAZINES
25.2%	(31,666,000) spent	350.2 million hours	WATCHING MOVIES ON TV
46.5%	(58,329,000) spent	247.9 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly cumulative figures. People, numbers and percentages, are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Aug. 1, Sindlinger data shows: (1) 110,071,000 people over 12 years of age see tv (87.8% of the people in that age group); (2) 42,656,000 U. S. households with tv; (3) 46,965,000 tv sets in use in U. S.

AGENCY APPOINTMENTS

General Precision Lab. Inc., Pleasantville, N. Y. (Industrial Products Div.), names Paul R. Posakony Co., Denver, Colo., for states of Colorado, Utah and Wyoming.

Acousticon Hearing Aids (Midwest Div.) appoints Mohr & Eicoff, N. Y. and Chicago, to handle radio-tv test campaign in Chicago area. Feature will be hearing tests during commercials for listeners and viewers.

Adam Scheidt Brewing Co., Norristown, Pa., names Gray & Rogers, Philadelphia, for Valley Forge beer, Prior beer and Rams Head ale.

Goodwin Co. (brick and tile manufacturer), Des Moines, Iowa, names Nelson Adv., there.

Arel Inc. (importer, distributor and manufacturer of cameras and photographic supplies), St. Louis, appoints Gardner Adv. Co., there.

Inland Homes Corp., Piqua, Ohio, appoints Geyer Adv., Dayton. Radio-tv account has been serviced by Farson, Hugg & Northlich Inc., Cincinnati.

Max Factor & Co. last week transferred advertising of new Hi-Society lipstick from Anderson-McConnell to Kenyon & Eckhardt. As K&E had already been named agency for firm's Hi-Fi lipstick, it now is in charge of advertising for both Factor lipstick lines.

A & A SHORTS

Smith & Dorian Inc., New York public relations-advertising agency, has moved to larger New York headquarters at 39 W. 55th St.

Wesley Assoc., New York advertising agency, announces change of address to 630 Fifth Ave., N. Y. 20. Telephone: Judson 2-8050.

Fitzgerald Adv. Agency, New Orleans, has opened office in Dallas, Tex. **James P. Anderson,** formerly executive v.p. of Crook Adv. Agency, Dallas, is v.p. in charge of Fitzgerald's new office.

Ward, Frojen Adv. has shifted its offices to new quarters in Texas Bldg., 3350 Wilshire Blvd., L.A. 5, Calif. Telephone Dunkirk 1-2107.

Heintz & Co., L.A. and S.F. agency, announces merger of Herbert E. Hill Adv. accounts and personnel with Heintz. Former president **Herbert E. Hill** becomes v.p. and member of board of directors. Other Hill personnel involved are **Bernard F. Klein** to v.p. and member of Plans Board Committee and **Robert Lawrence** to member of Plans Board Committee and art director of Industrial Adv. Dept.

YOU'LL HAVE THE AUDIENCE...

There's an audience waiting to jack up the time-period that's proving to be your trouble spot. Here's the show that does that job—fast!

Why does "Public Defender" build solid audiences—fast? These are the reasons:

★ It's loaded with sleuthing suspense and terrific excitement, yet...

★ It's a family-type show, with no gore and no bodies, and...

★ The star, Reed Hadley, has tremendous popularity with women. In addition...

★ It's a big-budget, carefully made, quality show.

An audience pleaser—both sexes, all ages, and right for stripping. Any or all of the 69 segments of "Public Defender" will do a bang-up job for you... morning, noon, or night! To tighten up your programming *right now*

Call your Interstate Television representative!

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PUBLIC DEFENDER

NEW YORK, N. Y., 445 Park Avenue, MUrray Hill 8-2545
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DALLAS, TEXAS, 2204-06 Commerce St.
GREENSBORO, N. C., 3207 Friendly Road
TORONTO, CANADA, Sterling Films Ltd., King Edward Hotel

Interstate Television CORPORATION

CBS PROFITS RUN AHEAD OF RCA

- **Midyear report shows CBS net of $27.3 million**
- **RCA leads, however, after allowing for federal taxes**

For the first time, CBS Inc. in the first half of 1958 surpassed RCA in net profits (before federal income tax).

The CBS midyear report (see below) shows a pre-income-tax net of $27,287,556 on total sales and revenues (after discounts) of $201,433,378. RCA's report, issued in July, showed a net of $27,088,000 (before federal income taxes) on a total of $542,-554,000 [MANUFACTURING, July 28].

After provision for federal income taxes, RCA's net profits are still ahead of CBS Inc. by a little more than $1 million. RCA allocated half its pre-tax net to federal income tax ($13,544,000), so its net profit also came out to that figure. CBS allocated $14,766,000, leaving $12,521,556 as net profit.

Both companies pointed out in their statements that the figures are subject to year-end adjustments and audit. In addition, RCA noted specifically that its net profits figures "are necessarily based in part on approximations." It also noted that starting last Jan. 1 it figured depreciation of "certain standard manufacturing facilities" on the straight-line rather than an accelerated basis and that this "results in a reduction of depreciation charges by $500,000 per quarter after income tax in 1958."

The consolidated net income of CBS Inc. for the first half of 1958 totaled $12,-521,556, up $2.3 million from the $10,-199,193 recorded in the same period of 1957, board chairman William S. Paley announced at a board meeting last Wednesday.

The total was described as a record six-months figure.

Net revenues and sales, also said to represent a six-month record, were pegged at $201,433,378 as compared to $186,798,-814 in the first half of 1958.

First-half earnings were equivalent to $1.59 per share, as against $1.33 per share for the same period of 1957. Per share earnings, it was explained, were calculated on the average number of shares outstanding during the respective six-month periods (7,881,400 in 1958 and 7,651,461 in 1957).

The board declared a cash dividend of 25 cents a share on Class A and B stock, payable Sept. 12 to stockholders of record at the close of business Aug. 29.

BREAKDOWN ON CBS' RECORD HALF

	Six Months Ended			
	June 28, 1958 (26 Weeks)		*June 29, 1957 (26 Weeks)*	
NET REVENUES AND SALES . . .		$201,433,378		$186,798,814
Deduct:				
OPERATING EXPENSES AND COST OF GOODS SOLD	$138,385,713		$130,440,592	
SELLING, GENERAL AND ADMINISTRATIVE EXPENSES	34,051,811		30,605,181	
PROVISION FOR DEPRECIATION AND AMORTIZATION OF FIXED ASSETS	2,642,776		2,966,225	
		175,080,300		164,011,998
		26,353,078		22,786,816
MISCELLANEOUS INCOME, LESS MISCELLANEOUS DEDUCTIONS		934,478		*837,623*
INCOME BEFORE FEDERAL TAXES ON INCOME		27,287,556		21,949,193
PROVISION FOR FEDERAL TAXES ON INCOME		14,766,000		11,750,000
NET INCOME FOR PERIOD		$ 12,521.556		$ 10,199.193
EARNINGS PER SHARE (NOTE 1) . .		$1.59		$1.33

Italics denote red figure

NOTES:

1. **Earnings per share are calculated on the average number of shares, 7,881,400 in 1958 and 7,651,461 in 1957, outstanding during the respective six month periods.**
2. **The 1958 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.**

August 13, 1958

'Rawhide' Bites Dust at CBS-TV When Sponsor Fails to Turn Up

There'll be one less western on tv next season—at least for the first 13 weeks. Scratched at CBS-TV: Charles Marquis Warren's *Rawhide*, originally scheduled for Mondays, 7:30-8:30 p.m. effective Sept. 29. The hour-long "adult western" reportedly had been close to finding a buyer—Reynolds Metals Co.—but at the last minute, Reynolds bought full sponsorship of ABC-TV's *Walt Disney Presents* on an alternate-week basis [ADVERTISERS & AGENCIES, Aug. 4]. Finding no new takers, CBS-TV last week confirmed it would be dropping *Rawhide*, but indicated it would once again make it available to advertisers after the first of the year.

In its place, CBS-TV will schedule two half-hour programs, *Name That Tune*, a perennial musical quiz that has had no difficulty in past seasons finding interested bankrollers; the 8-8:30 p.m. slot as of Thursday (Aug. 14) was still unfilled.

While reasoning that on Mondays two half-hour programs should have less trouble finding advertisers than an hour series, CBS-TV is adopting a different philosophy towards Wednesdays. There, it has withdrawn two half-hour film entries—Official Films' *The Invisible Man* (8-8:30 p.m.) and Ziv's *World of Giants* (8:30-9 p.m.)—and will instead attempt to lure sponsors with a live, hour-long series titled *Pursuit*.

ABC-TV Regional Meets Open; Affiliates Learn of Promotion

The first of a series of two-day regional meetings is being held by ABC-TV in New York's Hotel Warwick beginning today (Aug. 18). The schedule continues with meetings at Chicago's Hotel Sheraton-Blackstone (Aug. 21, 22); Statler-Hilton, Dallas (Aug. 25, 26); Sheraton Palace, San Francisco (Aug. 28, 29). It is expected that representatives of more than 70 ABC-TV affiliates will attend the sessions on exploitation-publicity-promotion advertising.

"During the past season, ABC-TV affiliates staged some of the most successful promotion, publicity and exploitation campaigns in the history of the industry," Michael J. Foster, vice president in charge of press information for the network, said, adding, "we believe that these sessions will help provide an exchange of ideas as well as fresh ideas for the stations and the network, which can be translated into even more successful promotion for the 1958-59 season" Mr. Foster will attend the New York and Chicago meetings; Ernest Stern, director of press information for the network's western division, will take part in the Dallas and San Francisco meetings. Sid Mesibov, network director of exploitation, and Dean Linger, director of advertising and promotion, will attend all four sessions.

Civil War Spectaculars Discussed by ABC, WB

One hundred years after the Civil War, that noted conflict will be fought again—only this time, on television.

ABC is understood to have commissioned Warner Bros. Pictures to produce a series of filmed spectaculars dramatizing the major skirmishes and other events of the unhappy period of 1861-65.

The plan, if it comes to fruition, not only would put ABC-TV in the "spectacular league"—a league it has more or less left to its competitors; it would also be an example of some very long-range thinking on the part of the network. The series would not premiere until Jan. 9, 1961—the 100th anniversary of the firing on Ft. Sumter.

ABC-TV President Oliver Treyz Thursday (Aug. 14) explained that the production deal was "a contract unto itself" and had no connection with the long-term ABC-Warner agreement under which that film company produces a number of exclusive ABC-TV properties. Mr. Treyz described the proposed programs as "the biggest and finest things" tv has planned to date, said that the network and the studio would engage "top-notch" civil war historians to work on the project. He indicated that "several advertisers" already had been contacted and that "great enthusiasm" had been expressed on their part. He declined to identify them, nor would he discuss financial arrangements.

But he indicated that the series would be done on a monthly basis with each program being telecast on precisely the 100th anniversary of a certain event of the four-year-long war.

Warner Bros. has been a principal supplier to ABC-TV of filmed tv programming. Among the WB-produced shows on ABC-TV now or next season: *Maverick, Lawman, Cheyenne* and *Sugarfoot*. ABC-TV hopes to find advertisers for a number of other Warner properties it has title to—among them, *77 Sunset Strip, Room For One More, Public Enemy, It's Genuine* and *Colt .45*—the last named an ABC-TV entry sponsored last season by Mennen Co. and Campbell Soup Co., and up for hire once more.

Civil War buffs heretofore held to reliving their strategy and politics in bookform, may not have to wait until the 1960s, however, to see the battles of Shiloh, Manassas, Vicksburg, refought on tv. NBC-TV reportedly is working out a contract with playwright Dore Schary, former MGM studio production head, to write and produce a series of 90-minute Civil War films. They would be scheduled in the 1959-60 season. ABC-TV's proposed series would run even longer—to two hours each—and production costs might well exceed $500,000 apiece, Mr. Treyz confirmed.

AB-PT Declares Dividend

American Broadcasting-Paramount Theatres board of directors has declared the third quarterly dividend of 25 cents per share on the outstanding preferred stock and 25 cents per share on the outstanding common stock of the corporation, payable Sept. 15 to holders of record on Aug. 22, according to Leonard H. Goldenson, AB-PT president.

ABC-TV Signs Pittsburgh Ch. 4

WTAE (TV), new ch. 4 station in Pittsburgh, has been signed as a primary vhf affiliate of ABC-TV effective Sept. 14, it was announced jointly last week by Franklin C. Snyder, general manager of the station, and Oliver Treyz, ABC-TV president. This gives Pittsburgh a primary affiliate for each of the three television networks, KDKA-TV being affiliated with CBS-TV and WIIC (TV) with NBC-TV. Prior to the signing of WTAE by ABC-TV, KDKA-TV served as a secondary affiliate of that network.

NETWORK SHORTS

NBC-TV will program *County Fair*, daytime variety show starring **Bert Parks,** Monday-Friday 4:30-5 p.m., beginning Sept. 22. New program will take time period now occupied by third quarter-hour segment of *Queen for a Day* and by *Modern Romances* (4:45-5 p.m.).

ABC-TV's *ESP* series based on extra-sensory perception changed its title Aug. 8 to *Tales of ESP* and henceforth will feature half-hour dramatizations based on "sixth sense." Program is seen Friday 9-9:30 p.m.

NBC-TV has named **Albert McCleery,** senior executive producer, to produce new live color tv series, *The Further Adventures of Ellery Queen*, beginning Sept. 26 (Fri. 8-9 p.m.). Mr. McCleery has produced and directed 104 "Hallmark" programs from West Coast as well as producing 667 *NBC Matinee Theatre* telecasts from California. Mr. McCleery has named **Ethel Frank** and **Darrell Ross** as associate producers on new series. Both have been associated with him for several years on various tv dramatic series.

Mutual announced last week that 77 affiliates in nation's top 100 markets have notified network they will carry weekly, fall schedule of collegiate football games, Sept. 27 through Nov. 29. MBS Sports Director Frank Erwin pointed out that stations were notified of complete schedule on Aug. 7 and week later more than 77 stations informed network they would carry broadcasts.

NBC-TV, effective Dec. 13, will add collegiate basketball coverage to its sports programs for 14 consecutive weeks, save for week of Dec. 27, when network carries all-star football. *Collegiate Basketball Game of The Week* will be seen Saturdays, moving pro-basketball games, formerly seen Saturdays, to Sunday afternoons.

NBC Radio will present *Don Ameche's Real Life Stories* as lead-off program in two-hour block of afternoon dramas, starting Sept. 8. Program will be carried each weekday (2:05-2:30 p.m.), replacing *True Confessions*.

NETWORK VTR SPOTS PROTESTED

The Film Producers Assn. of New York reported last week it plans to ask Congressional investigation of television network activity in the production of videotape commercials as a prelude to a possible antitrust action.

Herbert Burstein, counsel for FPA, was in Washington Wednesday and Thursday (Aug. 13-14), conferring with Congressional committee aides in an effort to determine which group might explore FPA's charges. FPA's main contention appears to be that network efforts to capture a large share of the videotape commercial field could be ruled "monopolistic" in that the networks would control the time, the program (in many cases) and the commercials.

Another contributing factor, according to FPA, is that network pricing policies could be more competitive than that of independent producers because the networks conceivably could produce taped commercials more economically for a sponsor signed for a particular show and a particular time period. FPA feels this could constitute restraint of trade.

FPA's 35 member producers in New York are reported to be "fearful" that networks will invade a field they consider traditionally to be theirs. They have no complaints about the network production of taped commercials on live programs which in the past have used live commercials. FPA, a spokesman said, has received reports that networks also plan to set up independent companies which would compete more favorably than FPA member organizations.

Already FPA has attempted to enlist the support of the International Alliance of Theatrical Stage Employes. A memorandum on the videotape situation, prepared by Wallace A. Ross, FPA's public relations counsel, was sent to top officials of IATSE for consideration during the union's annual convention in St. Louis two weeks ago. The subject was not brought up at the convention although FPA later was notified that union officials are still exploring the situation. IATSE technicians hold jurisdiction at many of the film studios but have only nominal representation at the networks in certain job functions. The technicians at NBC and ABC are represented largely by National Assn. of Broadcast Employes & Technicians and at CBS by International Brotherhood of Electrical Workers.

An FPA source reported there is a movement afoot within the organization to establish a videotape center in New York. It is felt such a centralized set-up could lead to a more economic operation and enable independent producers to compete more favorably with networks.

Spokesmen for NBC, ABC and CBS decline to comment on the FPA development.

CLEARS OPPOSE FCC DUPLICATION, WANT POWER HIKE ON 20 STATIONS

- **Clear Channel Bcstg. Service repeats 750 kw request**
- **CBS, Westinghouse, WGN, KSL, others file comments**

Early comments last week in the FCC's proposed rule-making to duplicate 12 Class I-A am clear channels were preponderantly against the FCC proposal. Deadline was last Friday (Aug. 15). For other comments see AT DEADLINE.

Making a strong case for higher power—up to 750 kw—for clear channel stations were Clear Channel Broadcasting Service, CBS, Westinghouse Broadcasting Co. and WGN Chicago. These opposed the FCC proposed rule-making, along with NBC, KSL Salt Lake City, the National Grange and American Farm Bureau Federation. WCIL Carbondale, Ill., favored the proposal with reservations. The National Assn. of Educational Broadcasters didn't think educational needs were considered by the FCC, and Ralph J. Bitzer, consulting engineer, had some ideas of his own.

The FCC's rule-making plan—issued last April [LEAD STORY, April 21, 1958]—proposed (1) that five of the 12 Class I-A channels would have a second 50 kw station assigned—in specified western areas; and (2) that all 12 of the Class I-A frequencies would be opened for fulltime Class II stations. The FCC postponed a decision on whether the remaining 12 Class I-A channels should be permitted to boost power above the present 50 kw limitation.

CCBS COMMENTS

Clear Channel Broadcasting Service reiterated its "20-station plan" calling for removal of the present 50 kw power limitation on not fewer than 20 Class I-A clear channels and on at least four I-B channels; namely, those used by WBZ Boston and KOA Denver and KNBC and KGO San Francisco (or any other two I-B stations on the Pacific Coast). It asked for power increases to at least 750 kw for the dominant stations on these channels.

CCBS also asked removal of the 50 kw limitation and authorization of similar power increases on the remaining class I-A channels and on other I-B channels to the extent permitted by international, engineering and economic factors.

Skywave service from the latter group of stations would be protected and used to serve areas not served adequately under the 20-station plan or for other service where needed, CCBS said.

CCBS also asked for boosts of maximum power for stations on regional and local channels to expand groundwave service—particularly in the daytime—within international, engineering and economic limitations.

The FCC should consider changing the four I-B stations suggested in the CCBS plan to I-A outlets or else establish two subclasses of I-Bs, one with 750 kw maximum and the other 50 kw maximum, or a combination thereof, CCBS said.

CCBS said the advantages of the plan are that:

(1) it can be put into effect in the immediate future with minimum upset in the present allocations structure and offers no untried or long-range expedients of doubtful outcome, plus being technically and economically feasible.

(2) while not perfect, it goes a "long way" toward remedying the inadequacy of broadcast service in the U. S. It would extend primary service into large areas presently unserved and would greatly improve primary service for vast areas day and night, both in signal strength and choice of signals. At night the entire country would benefit from a choice of four program services of good or satisfactory grade.

(3) it will protect American broadcasting against demands and inroads threatened by other North American countries.

CCBS submitted exhibits to show that while the number of am stations increased from 1,339 to 1,875 from 1947 to 1957 this had no significant effect on the extent of white areas. Another exhibit indicated that while the white areas were reduced, the population in the remaining areas increased from 23,252,200 to 25,631,259. Other exhibits showed the extent of listenership to clear channel stations from audiences in remote areas.

CCBS said the question of duplication of channels can be considered only after the question of high power is settled, the FCC determining first the number and localities of high-powered stations so as to provide a distribution of at least four program services. After this, it can be determined to what extent channels might be duplicated, day and night, to fill in daytime white areas with groundwave service and provide nighttime groundwave service to as many people as possible. CCBS said not one Class I-A channel should be duplicated until the dominant stations have been authorized to increase to 750 kw.

CBS RADIO COMMENTS

CBS Radio agreed with FCC that service improvements can be attained best by duplicating some clear channels and by increasing the power of clear channel stations. But it questioned the Commission's proposed method, wondered about the effect of clear-channel breakdown on international broadcasting agreements and held that breakdown cannot be considered apart from the higher-power question.

Specifically, CBS Radio proposed that six eastern clears be duplicated by 250 w stations in specific western states; that two other clears be allocated for duplication by lower-powered stations where needed; that the eight clear channel stations being duplicated be allowed to operate with 250 kw and the remaining clears with powers up to 750 w.

The six clears it nominated for duplication in the West; its own WCBS New York (880 kc), NBC's WRCA New York (660 kc), ABC's WABC New York (770 kc), Westinghouse's WBZ Boston (1030 kc) and KYW Cleveland (1100 kc), and WHAM Rochester (1180 kc). The two it would mark for duplication where needed were Westinghouse's KDKA Pittsburgh (1020 kc) and its own WCAU Philadelphia (1210 kc).

President Arthur Hull Hayes said, "CBS Radio is in complete agreement with the Commission that all areas must be explored to the end that maximum radio service be delivered to all U. S. families. We agree . . . that duplication on clear channel frequencies and increased power for clear channel stations seem to present the best opportunity for achieving this. However, our engineers, in analyzing the available data, have concluded that the plan which we have submitted would not only provide more service in the West, but also in eastern areas where additional service is needed. Furthermore, our plan permits existing clear channel stations to keep at a minimum the losses in their service areas which would result from directionalization."

NBC COMMENTS

NBC told FCC the clear channel case record was outdated and, unless it holds further hearings, the Commission should terminate the proceeding.

The network argued that the 10-year-old record cannot justify the proposed breakdown of 12 Class I-A frequencies. Moreover, the brief contended, FCC cannot decide how the proposed breakdown would affect public interest without also considering the desirability and effect of power increases for the 24 Class I-A stations.

The proposed breakdown of NBC-owned WRCA New York's 660 kc frequency, instead of substantially reducing the number of people living in white areas, is more apt to reduce "white areas in certain sparsely populated rural areas" but create white areas in more densely populated rural areas, NBC contended.

Supported by an engineering affidavit by William S. Duttera, manager of allocations engineering for NBC, the brief argued that "if WRCA were required to directionalize its signal and protect station X, 211,645 people in the Pennsylvania-New Jersey-New York area would be deprived of WRCA's service. Of these 31,407 would be deprived of their only service and 111,577 would be deprived of their only two services.

". . . station X in Montana [location of station FCC proposed to put on WRCA's frequency] would furnish a first or second service to 148,446 people while 142,984 people would be reduced to no service or

GO NAVY ON WRC

Win Washington over to your side with WRC Radio's 1958 eight-game schedule of Navy football. Always the favorite team of the Washington area, Navy this year is working on a superb record. With last year's 9-1-1 record, Navy was listed in every top ten poll. All of Washington will be rooting Navy along this Fall when they tangle with the tough squads of Notre Dame, Tulane, Michigan and Pennsylvania, among others. Get the color and excitement of Navy football behind your product in the Nation's Capital. Half-sponsorship has already been signed by the Gulf Oil Corp. Half-sponsorship throughout the season—including a bonus of 10 one-minute commercials per week—is still available.

NBC LEADERSHIP STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES **WRC · 980**

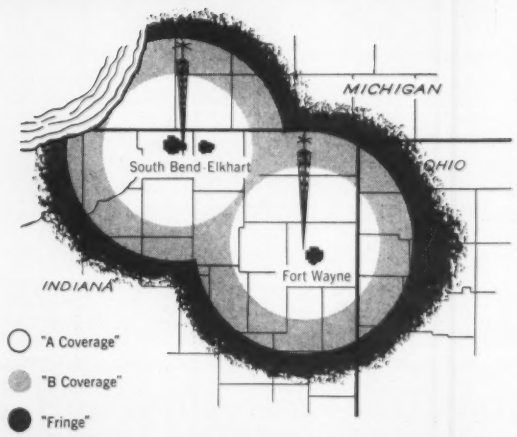
To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWO LURES in Indiana!

In this area of many lakes, plus countless "ol' fishing holes," alert advertisers cover *two* major markets—South Bend-Elkhart and Fort Wayne—with *one* combination buy which saves 10%! The coverage they get is from *within*—strong in its local loyalties—no longer influenced by that early-day "snow" from cities so far away. Take a close look at this rich interurbia: Over 1.6 million population—$2.8 billion Effective Buying Income. Yours, with just *one* buy!



call your **H-R** man now!

wsjv 28 ABC SOUTH BEND ELKHART

wkjg 33 NBC FORT WAYNE

only one service by being deprived of service from WRCA.

"Similarly, if the transmission of all three New York city class I-A stations were directionalized and required to protect new Class I stations on their frequencies, 90,519 people would be deprived of all service and 125,331 people would be reduced from two, three or four services to only one service."

Nor can FCC conclude, from the present record, that its proposed breakdown of clear channels would provide more program choices to substantially more people than at present, or that the areas thus served are in greater need of service than other areas, the brief continued.

In addition, NBC contended, breaking down 12 I-A frequencies "may dilute the value of the class I-A priorities now held by the U.S." Under NARBA and the U.S.-Mexico agreements, and "at any future renegotiation of these agreements it may not be possible to maintain Class I-A priority for the U.S. on these frequencies."

WBC COMMENTS

Westinghouse Broadcasting Co. said the most important question the FCC must determine is the part clear channels will play in national defense communications in case of sudden attack by a foreign power. WBC said more than 50% of the land area of the U.S. containing 12% of the population is dependent on skywave service, available only through clears. In an attack, the 40 million auto radios and 11.5 million portables would be an asset of unlimited value if skywave service remains available, WBC said.

WBC said its stations have proved themselves in times of disaster and that the FCC should study the importance and function of clears in a disaster communications service before trying to determine whether their value in day-to-day living now is of such reduced importance that they can be broken down.

Westinghouse said some announced aims and implementation of these aims in the FCC's Further Notice of Proposed Rule Making must be eliminated by Commission decision before it makes a finding of what is best for the public interest; that such material can be obtained and WBC believes cooperative industry response will be equal to that demonstrated in the original proceedings in 1945, 1946 and 1947. WBC believes the record should be "modernized" by due process and will cooperate with an appropriate industry-government committee if a group is set up to make such a study, the statement said.

WBC observed that while the FCC discussed an optimum "judicious combination" of higher power and duplication of Class I-A clears, the Commission withheld action on higher powers. This leaves WBC to assume that the 12 Class I-A's will continue for the foreseeable future with only the existing 50 kw grade of skywave service. Westinghouse didn't believe that the FCC can proceed to break down 12 of the clear channels while deferring action on whether to increase power for the other 12. If the present proposal were implemented, skywave service would be reduced for half the channels without compensation for this loss by power boosts for the other half. Even more serious, the public in the underserved areas may find this loss permanent if the FCC later decides, for non engineering reasons, not to authorize the power increases, WBC said.

Since the addition of nearly 2,000 stations has reduced white areas only to a minor extent, according to FCC findings, assurance is needed that the proposed new stations (about 77 fulltime outlets) can reduce nighttime white areas significantly, WBC said.

WBC was skeptical that communities west of the Mississippi River which have only daytime stations at present can support fulltime outlets.

WBC said if its WBZ Boston (1030 kc) is required to directionalize substantial loss of the only primary service will result in its coverage area of 4,579 square miles having a population of 219,773. Similar losses would occur in the KYW Cleveland area, which furnishes the only primary service to an area of 1,460 square miles and 114,198 population and is one of two such services to an area of 5,325 square miles with population of 279,954, WBC said.

Westinghouse saw questions requiring further study in the FCC's plan to reserve five channels for super-power in the East. Clustering of these stations may not provide the most efficient use if the basic purpose is to provide improved skywave service to underserved areas of the West, WBC thought. They may have to operate almost 24 hours a day because of time differences to give skywave service, WBC said.

Westinghouse also wondered whether the proposed superpower stations should not maintain the present 50 kw groundwave service and use antenna designs to direct all the increase (750 kw) into skywave signal.

WBC also wondered if superpower stations, requiring an initial outlay of $1 million and more than $250,000 operating costs annually, are economically feasible at present.

Submitting that evidence in the FCC record is not adequate to support findings regarding the FCC plan to require five Class I-A clears to directionalize, Westinghouse said it would not be in the public interest or due process to existing licensees to order KYW (1100 kc) to directionalize or to permit additional Class II stations to operate on 1020 kc (occupied by KDKA Pittsburgh).

TASO GOES WITH TOWN

Televison Allocations Study Organization moves Aug. 22 to Ames, Iowa, where Dr. George R. Town will resume his teaching post at Iowa State, while directing the completion of the TASO report. The new TASO address will be: Box M, Station A, Ames.

WBC said the FCC is wrong in saying assignment of a co-channel unlimited time station is permissible on 1030 kc (WBZ Boston) without reclassification. FCC classification of this frequency as a Class I-B channel is subject to an outstanding protest by WBC which has never been granted a hearing as required by statute and, therefore, is not finalized, Westinghouse said.

WGN COMMENTS

WGN Chicago (I-A on 720 kc) felt the FCC proposal would make WGN a 50-kw Class I-B station operating non-directional and that it would be forever barred from increasing power; that millions of people in remote rural areas now receiving no groundwave service and depending entirely on skywave service would be barred from receiving an improved signal from WGN. This would stop WGN progress and kill all hopes of any future progress, WGN said.

The Chicago station thought the FCC's premise that the Class I-A stations affected are in the northern or eastern sections of the country is in error because Chicago is located in the "heart of the Midwest;" it follows that the FCC conclusion is likewise in error, WGN added.

WGN felt it should receive top priority both because of its geographical coverage and its "outstanding" program service. The station attached a list of its present program service.

The station requested it be authorized to operate on 720 kc with power up to 750 kw and that all other stations on Class I-A frequencies be given similar power; that Class I-B frequencies as needed to implement the CCBS 20-station plan be authorized to operate with power up to 750 kw as Class I-A's; and that duplication on Class I-A frequencies be prohibited except where this would not be an obstacle to higher power for I-A frequencies.

KSL COMMENTS

KSL Salt Lake City (I-A on 1160 kc) said the FCC's proposed rulemaking substitutes "conjecture" and "theorizing" for facts. KSL had no quarrel with the engineering features of the proposal, but termed as "unconvincing" the FCC's manner of declaring that some aspects of the original proceedings and record are now inadequate. This is especially so when the FCC tries to make up for inadequacies by the use of such phrases as "changed conditions" or "vast changes" as though the record made clear what these changes are, KSL said.

The statement said the FCC implies there is general agreement about the impact on clear channel service of such changes as the advent of tv, different radio programming concepts, changes in network programming, changes in listening habits, changes in sources of revenue, a rise in spot radio and an increase in the number of am stations from 900 to 3,300. This argument, KSL said, is "untenable," and puts the FCC in the position of updating the record with "suggestive phrases," etc.

KSL asked deferment of action on the

Station opportunities calling all buyers —

In small cities or big towns across the country, we have broadcasting properties that merit your inspection.

Whether you want to expand your holdings or enter broadcasting for the first time, as an operator or investor, our organization is the logical gateway to action.

It makes sense to let us take over your searching problems. You get a wider choice, and you get results faster.

Volume—location—price—profit—market potential —all the information you want is immediately available from our offices. There's one conveniently nearby to serve you.

Write us in confidence today, and you will be taking the first step to carry out your TV or radio plans.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

proposal until (1) there has been a study of the economic impact of duplication of clear channels and proposed increase in power of clear channels on broadcasting and on service to the public; and (2) FCC Standards of Good Engineering Practice are modernized.

NATIONAL GRANGE COMMENTS

National Grange urged a combination of duplicating the 12 clear channels and higher power for the remaining Class I-A's at the same time. It felt that this shouldn't be a piecemeal process (FCC had proposed to duplicate the 12 Class I-A's first, then later take up question of higher power for the remaining 12 Class I-A's).

BITZER COMMENTS

Ralph J. Bitzer, consulting engineer, St. Louis, Mo., claimed the key is more local facilities, not to play around with clear channels. He recommended that the Commission delete the 10% rule and also process Class II applications for following frequencies without waiting for a solution to the daytime skywave case: 670, 720, 780, 890, 1020, 1120 and 1210 kc. The 10% rule says that the Commission will not grant an application if interference from an existing station involves more than 10% of the population that the new station would cover if there was no interference. The daytime skywave case is a 10-year-old proceeding involving the question of whether skywave interference starts up to two hours before local sunset and continues for about two hours after local sunrise.

FARM BUREAU COMMENTS

The American Farm Bureau Federation opposed duplication of any Class I-A's. It felt that clear channel operation is only way to get signals to rural areas.

NAEB COMMENTS

National Assn. of Educational Broadcasters thought it "unfortunate" that the FCC proposal gives no consideration to the special problems of educational broadcasters.

NAEB said it is clear the public interest requires that at least two of the 11 clear channels for which unlimited assignments are contemplated should be set aside for noncommercial aural educational broadcasting. It was noted that the FCC has fostered the growth of educational fm by reserving 20 fm channels and NAEB felt this is precedent for reserving am.

The association felt it would be desirable to set aside one am clear channel in the East and one in the West for education.

WCIL COMMENTS

WCIL Carbondale, Ill., said it endorses and supports the FCC proposal but feels it is "unduly restrictive" to confine the proposed new nighttime services to "white areas." WCIL felt that the FCC should encourage and give equal consideration to local nighttime service.

First in Memphis by all surveys*

*Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

AFFILIATED WITH CBS TELEVISION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

CHANNEL 3

WREC-TV

MEMPHIS

FCC All Shook Up, Radio Station Claims

The FCC is letting its consternation show, WMBO-AM-FM Auburn, N. Y., is scheduled to say in a petition to be filed today (Aug. 18).

WMBO-AM-FM, in a petition for reconsideration of the FCC's order to the station to submit the two station licenses for renewal, pictures the Commission as being so disappointed at a court decision last month [LEAD STORY, July 14], that it is trying to circumvent the court's intent by forcing the Auburn outlet to risk its license.

WMBO-AM-FM encountered trouble it didn't expect when it asked for reconsideration of the FCC's grant of a new am station at Auburn to Herbert P. Michels, expressing the belief that Auburn couldn't support both stations economically. The FCC ordered a hearing on the new grant (WAUB, 1590 kc, 500 w), but said WMBO-AM-FM will be required to submit its licenses for renewal in a comparative hearing with the new grantee. If serious economic injury to WMBO-AM-FM would result from the grant, the FCC said, then the Carroll Broadcasting Co. decision by the U. S. Court of Appeals for the District of Columbia requires that the Commission decide whether the existing licensee or the new one is best qualified to operate in the public interest.

The WMBO-AM-FM petition to be filed today charges that the FCC does not need to call WMBO-AM-FM up for renewal proceedings to get the facts about the issues.

The idea of setting down an existing station for renewal is an "astounding suggestion," WMBO-AM-FM said, and penalizes an existing licensee unnecessarily. The petition notes that three commissioners dissented (the vote was 4-3) and said the FCC must consider the "human touch" as well as the law. The petition added that the FCC order was "vaguely stated and in conflict."

The FCC has indicated it intends to appeal the court decision in the Carroll Broadcasting Co. case.

Milton, Pa., Grant Issued; Two Florida Outlets Favored

WARC Milton, Pa., moved a step closer to non-disputed status last week when FCC Hearing Examiner Elizabeth C. Smith issued a modified initial decision which would reinstate and affirm a nearly three-year-old Commission grant to the station.

The initial decision would support the 1955 FCC grant to Williamsport Radio Broadcasting Assoc. for a new am outlet on 1380 kc with 1 kw, day. It would also provide for a modification of the original WARC construction permit to authorize use of the present studio, transmitter site and equipment of WMLP Milton. At the same time Examiner Smith's decision denied the protest of WLYC Williamsport, Pa., as to the WARC grant.

In another am initial decision last week, Hearing Examiner Charles J. Frederick declared himself in favor of Pompano Broadcasting Corp. for a new outlet on 980 kc with 1 kw, directional antenna, day, in Pompano Beach, Fla.; and Louis G. Jacobs to operate on 990 kc, with 5 kw, directional antenna in Miami-South Miami, Fla. Engineering conditions were involved in these two prospective grants, which had originally been contested by competing applicants since dismissed.

WKTV (TV) Beset By FCC Order Plus Airspace Refusal to Help

If the mountain won't come to Mohammed. . . . This is the attitude of ch. 13 WKTV (TV) Utica-Rome, N. Y., which is under an FCC order to change to ch. 2, but which can't get Airspace Panel approval for a new site with the antenna height it deems necessary to cover its service area.

WKTV has a wonderful site for a ch. 2 transmitter which Airspace Panel would approve, but it's short of the 60-mile separation requirement with adjacent ch. 3 WSYR-TV Syracuse. The Commission has set for hearing beginning Sept. 3 a show cause order which would require WKTV to switch frequencies to an alternative site with an antenna height which WKTV says will penalize viewers in its area.

Last week, WKTV went to the mountain. It filed a petition with the FCC suggesting that ch. 3 WSYR-TV Syracuse move its transmitter to a site southwest of Syracuse with 749-ft. above ground antenna height. This would permit WKTV to use the most desirable site for its ch. 2 operation, the Utica station said, and still meet the 60-mile adjacent channel separation.

PRINTS of 17 programs presented by CBS-TV on *The Twentieth Century* during the 1957-58 season are being placed in the permanent collections of the Library of Congress for use by future scholars and historians. On Aug. 13, Burton Benjamin (l) producer of the filmed documentaries, and Theodore F. Koop (r), director of news and public affairs, CBS News Washington, presented the prints to Dr. L. Quincy Mumford, Librarian of Congress, at his office in Washington, D. C. *The Twentieth Century* begins its second season on the network Sunday, Oct. 26, sponsored by the Prudential Insurance Co. of America.

The change in frequencies was occasioned a year ago when the Commission moved ch. 13 from Utica-Rome to Albany, and ch. 2 into Utica-Rome as a replacement. At that time, the FCC told ch. 35 WTRI (TV) Albany that it could use ch. 13 pending the outcome of any comparative hearing for that newly assigned channel. However, WTRI cannot use ch. 13 until WKTV vacates it, and WKTV does not wish to vacate it until it can find a proper site for its new ch. 2 operation.

At week's end, the Broadcast Bureau filed an official objection to the new proposal. WSYR-TV had not filed a response, but, it was understood, had indicated its opposition to being forced to move when approached by WKTV earlier this year.

Ch. 12 Grant for Beaumont

Brown Telecasters Inc. came out on top of an FCC initial decision last week favoring the firm for ch. 12 in Beaumont, Tex. The decision, delivered by Hearing Examiner Charles J. Frederick, also denied the competing applications of KPBX Broadcasting Co. and Television Broadcasters Inc. for the same channel. Television Broadcasters had requested a modification of its construction permit for ch. 31 Beaumont, which it once had operated as KBMT (TV).

KPBX Broadcasting operates KJET Beaumont. The two on-air vhf outlets in the Texas city are ch. 6 KFDM-TV and ch. 4 KPAC-TV.

WHAT IS A TIMEBUYER?

A timebuyer cannot be type cast, but he can tell a good sales line from a fish story, and when he hooks on to a solid market, you can be sure it's a live one.

WHAT DOES HE DO?
He buys

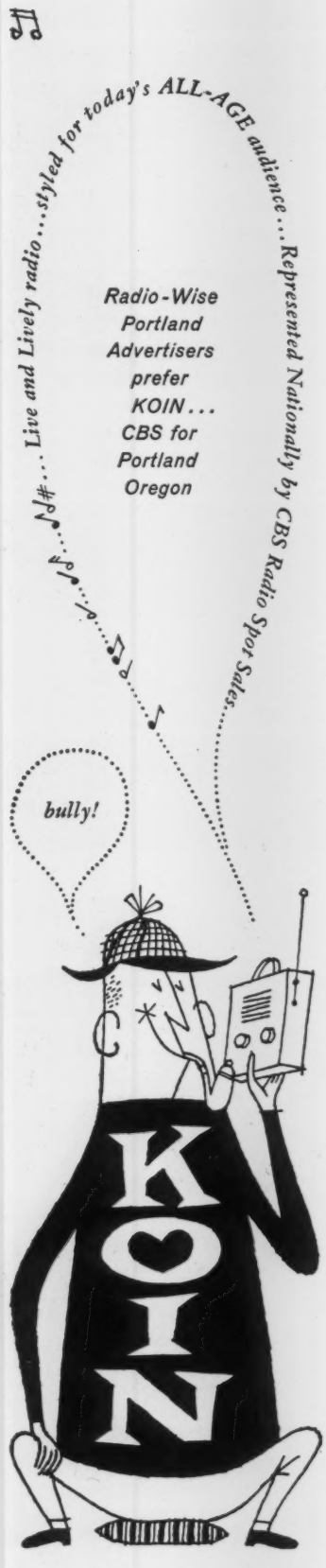
WGBI
radio
scranton—
wilkes barre

because the station has consistently increased its dominance over its combined market since 1925.

In the latest Scranton-Wilkes Barre Pulse, *WGBI has 45 per cent more listeners* than "Station B," and 325 weekly quarter-hour wins — 305 more than its closest competitor.

CBS Affiliate

Represented by **H-R**



TRADE ASSNS.

NAB MAPS FALL MEETING SERIES

- **Eight conferences listed, opening Sept. 18 at Biloxi**
- **Management and economic problems will top agenda**

NAB's annual series of eight regional conventions, opening Sept. 18 at Biloxi, Miss., will use a fast 1½-day format based on management and economic problems. The meetings have been labeled "Fall Conferences" to de-emphasize the regional aspect, since any NAB member can attend any one of the eight meetings (see UPCOMING, page 76, for complete schedule).

This autumn the conferences will concentrate on efficient station operation, salesmanship and programming plus a review of government problems. Panels and discussions will be emphasized, with a minimum of speeches.

A new feature, scheduled for the opening morning of the meetings, will be a frank discussion of station editorializing. Broadcasters will review their experiences and problems, including advantages of editorializing from a community prestige standpoint and the hazards of taking a stand on public issues.

While the first meeting, to be held at the Buena Vista Hotel, Biloxi, Miss., will set the format for the series, the programming will be varied at each meeting to meet regional needs.

Registration and hotel forms for the meetings are ready for mailing. Only NAB members are eligible to attend, a departure from last year's policy. Registration fee will be $25, including the luncheons and banquet.

NAB's 10-man crew being sent around the annual "flea-circus circuit" is the smallest in years. In the troupe for all meetings are President Harold E. Fellows; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Donald N. Martin, public relations assistant to the president; Vincent T. Wasilewski, government relations manager; Charles H. Tower, manager of broadcast personnel and economics; William Carlisle, station relations manager; Frederick H. Garrigus, organizational services manager; Edward H. Bronson, tv code director, and William L. Walker, assistant treasurer. Other staff executives may take part in some of the individual meetings.

Two speeches are scheduled—President Fellows' report to the delegates on industry and association developments, at the opening day's luncheon, and an advertiser or agency speaker at the windup luncheon the second day. The 1½-day program closes with the second luncheon.

Using the theme "Dollars and Sense," NAB will open the conferences with a joint radio-tv assembly. Mr. Martin will describe NAB's public relations program, centered around the "Learn and Live" public relations project adopted by the association's board last winter. His topic will be, "Why Public Relations Are Profitable," with emphasis on development of public goodwill. The association will send out spot films and on-the-air material for station use in the near future.

Mr. Wasilewski will review the Washington situation. The panel on editorializing and a discussion of administration problems will wind up the first morning.

After President Fellows' luncheon address the meetings will break up into separate radio and tv sessions. Mr. Meagher will direct a radio agenda that will go into problems of management and sales compensation. Programming trends will be covered in detail. The tentative agenda includes the first showing of a new NAB radio public relations film, "Hear and Now." The film is currently in production at UP Movietone. It will tell the story of radio public service and news through the years. Narration is by Mr. Fellows.

The tv afternoon program will include discussions on station cost control, impact of technological changes, equipment-buying decisions, labor relations, employe training and other management topics. Mr. Tower will lead the discussion, with Mr. Brown presiding.

The evening banquet will not include a formal speech, according to present NAB headquarters planning.

Separate radio and tv meetings will be held the second morning. The radio program will be based on administrative problems, following a pattern similar to Mr. Tower's first afternoon tv discussion.

The tv discussion on the second day, under tentative programming, will go into the development and use of videotape in station operations and the possibility of using tape for inter-station program exchange and syndication. Live programming will be discussed as well as promotion techniques.

Mr. Bronson will direct a tv code discussion centering on what to do and what not to do under the program and advertising provisions of the code. Television Bureau of Advertising will show its "E-Motion" film, a study designed to show why the consumer uses a particular product. Principal media are analyzed and ranked according to their influence on the public.

Radio Advertising Bureau has not participated in NAB's autumn meetings for several years, holding its own regional sessions for management starting Sept. 4 at Ponte Vedra Beach, Fla. (see UPCOMING).

NAB members can attend any one of the eight Fall Conferences. The name of the series was changed to remove any feeling that members could attend only the meeting in their region.

Candidates to Be at Iowa Event

A political workshop to be sponsored by the UPI Broadcasters of Iowa Sept. 26 in Cedar Rapids will have both Democratic Gov. Herschel C. Loveless and Republican candidate William G. Murray in attendance, according to Bob Frank, WOC-AM-TV

Davenport news director and president of UPIBOI.

It is expected that various candidates for political office will attend the meeting, being held all day at the Hotel Roosevelt. Besides interviews with the candidates and panel discussions, a cocktail hour, banquet, and a brief business meeting are planned.

The next day, UPI and the U. of Iowa School of Journalism will co-sponsor a Good Government Symposium at Iowa City. Candidates Loveless and Murray will also appear at this gathering. Leslie G. Moeller, director of the U. of Iowa School of Journalism, will be moderator of the meeting.

Pellegrin Named President In Broadcast Pioneers Ballot

The election of Frank E. Pellegrin, vice president and partner of H-R Television Inc. and of H-R Representatives Inc., New York, as national president of Broadcast Pioneers was announced last week by the industry organization. The election was conducted through a nationwide mail balloting of members.

MR. PELLEGRIN

Merle S. Jones, president, CBS-TV stations division, was elected first vice president. Chosen as vice presidents were Sol Taishoff, editor-publisher, BROADCASTING; Gordon Gray, executive vice president-general manager, WOR-TV New York; Charles Godwin, assistant to the president, MBS; Frank Silvernail, radio-tv consultant. Raymond F. Guy, senior staff engineer, NBC, was elected secretary, and Charles A. Wall, vice president, Broadcast Music Inc., treasurer.

Retiring officers include former President John F. Patt, president of WJR Detroit, and Vice President Victor C. Diehm, president of WAZL Hazelton, Pa., and William H. Fineshriber Jr., director of international operations, Screen Gems Inc.

Projects that the Broadcast Pioneers hope to undertake this year, Mr. Pellegrin said, are the establishment of a permanent museum-archives-hall of fame repository for all forms of broadcast memorabilia and of the Quarter Century Club to be composed of stations licensed 25 years or more.

National D.J. List Available

Overwhelmed by requests for its one-and-only up-to-date list of 4,000 U. S. radio disc jockeys, the National Council of Disc Jockeys for Public Service Inc., New York, has announced the list is now available through Accurate List Letter Service Inc., 1650 Broadway, New York, a commercial mailing and letter service. The list is broken down into general, rock and roll, country and western and "big name" categories. Previously the council did not give out the list. Council president is Murray Kaufman, WINS New York.

Ad Week Scheduled Feb. 8-15, Motley Is National Chairman

The 1959 observance of Advertising Week, co-sponsored by Advertising Federation of America and the Advertising Association of the West, has been scheduled for Feb. 8-15, it was announced last week by Robert M. Feemster, AFA board chairman. An Advertising Week national committee is currently being formed for the purpose of selecting the "Week's" slogan and to blueprint the all-media campaign, Mr. Feemster said.

Appointed national chairman of Advertising Week was Arthur H. Motley, publisher of Parade Publications, which was recently purchased by J. H. Whitney & Co., owner of Corinthian group of radio-tv stations [STATIONS, Aug. 11]. The purpose of the annual celebration, Mr. Motley said, is to salute advertising and to portray its vital role in America's economy. The 1958 campaign, conducted last February, delivered more than $2 million worth of free time and space and an estimated impact of 500-million consumer impressions, he said.

Chicagoans Elect New Officers, Presidency Goes to ABC's Beach

James W. Beach, vice president and director of ABC-TV Central Div., has been elected president of the Chicago Broadcast Adv. Club for the 1958-59 season, succeeding Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago.

Other new officers chosen by membership ballot were Holly Shively, vice president and chief timebuyer, Erwin Wasey, Ruthrauff & Ryan, secretary, and Marilyn Bielefeldt Duff, timebuyer at Earle Ludgin & Co., treasurer. Results of balloting on a first vice president were still undetermined Thursday.

New directors on the BAC board are Roland Blair, CBS-TV sales department; Arthur Bagge, midwest radio manager, Peters-Griffin-Woodward Inc., E. P. H. Janes, vice president, A. C. Nielsen Co.; James G. Hanlon, public relations manager, WGN-AM-TV, and Miss Shively. George Diefenderfer, head of Chicago NBC network radio sales, replaces Howard W. Coleman, on the board. The latter has resigned as station manager of WMAQ Chicago.

Radio Is War News Authority, RAB Says in Crisis Promotion

Radio is the authority to which most people would turn to check on a "rumor of war."

This was proved again, according to Radio Advertising Bureau, in a special survey conducted for RAB "on the heels of the July flare-up in the Mideast." RAB commissioned the study in order to supply member stations with a timely new sales tool, linked with the United Nations deliberations on the middle eastern problems.

Releasing the results last week, RAB said the study also showed 40% of the respondents had listened to radio newscasts more—an average of 51.9% more—during the crisis-filled week preceding the survey than they normally do.

The study was conducted in Philadelphia by Fact Finders Assoc., New York. Six hundred persons were asked (1) what they would do to check the report if, at home, they heard a rumor that war had broken out; (2) how their radio newscast listening during the interview week compared with their usual listening and (3) if they had listened more, how much more.

RAB said 84.5% reported they would turn to radio, tv or newspapers (the rest would rely on police, fire departments, civil defense, etc.). Of those who would depend on one of the three advertising media, RAB said, 55.8% named radio as the source to which they would turn; 23.3% named newspapers and 20.9% named television.

The "rumor of war" question has been used a number of times over the past several years, by RAB and others, to demonstrate public reliance on radio as a source of information. RAB noted that in a national study by Alfred Politz Research Inc. in 1957, 68.7 million adults said they would "turn on radio" to verify the rumor; 13.2 million would turn on tv; "a handful of 1.8 million would 'call a newspaper' and even fewer (1.1 million) would 'buy or wait for a paper.'"

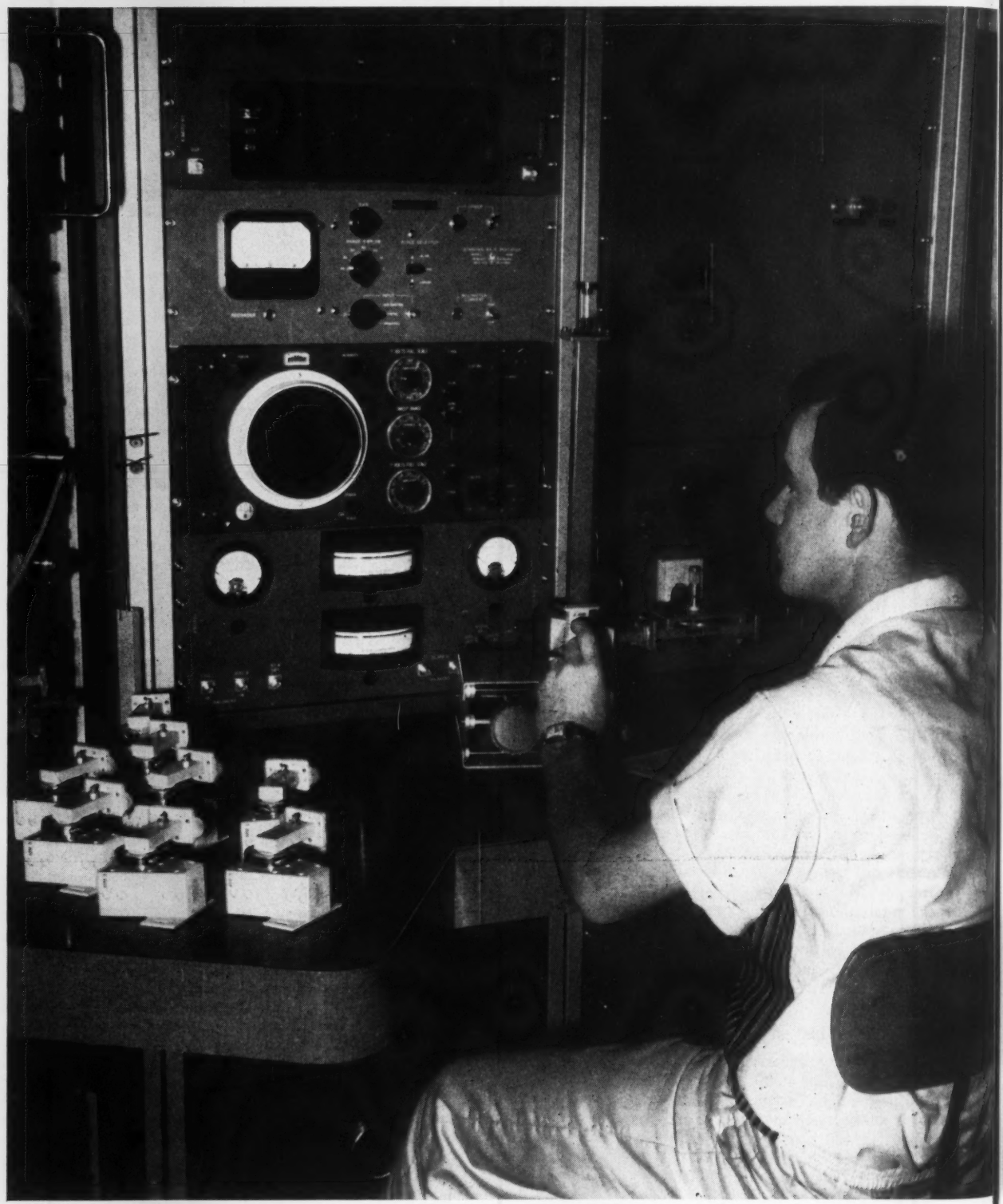
RAB spelled out the findings in a brochure—titled *Crisis*—which it distributed to member stations in advance with a suggestion that they order additional copies and then time their campaigns with local advertisers and agencies to coincide with the opening of the United Nations general assembly meeting on the Middle East crisis. Bureau officials estimated 5,000 copies were in use by members throughout the country.

"We now have one more timely form of documentation for the fact that radio is America's primary news medium," said RAB President Kevin Sweeney. "Radio's news role is growing bigger every day at a rate proportionate to the pace of world events. But whether there's a world crisis taking place or not, radio's news role and news audience is huge. What happens during a crisis only dramatizes the radio news role which is sometimes taken for granted in periods of relative calm internationally."

Piggly-Wiggly Co. Counseled By RAB's Hardesty at Meeting

Piggly-Wiggly Co. executives were told last week that "most of your advertising looks and sounds like a page out of the past." Speaking Tuesday (Aug. 12) at the company's annual convention in New Orleans, John F. Hardesty, vice president and general manager of Radio Advertising Bureau, cited Tetley tea and Butter Nut coffee radio commercials as emphasizing creativity and yet containing "more 'sell' than many cluttered, claim-ridden commercials so common among grocery store advertising today." He commended the food retailers on skillful buying of large amounts of radio time, but urged them to modernize their advertising. He said no radio advertiser can afford the "luxury" of less than effective use of the medium.

WESTERN ELECTRIC AND



TESTING. Western Electric's Richard Siney tests and adjusts a component in the new TJ Microwave Radio Relay System. Here at our Merrimack Valley Works, we also produce carrier equipment, which makes it possible to send hundreds of calls simultaneously over a single telephone cable.

THE MERRIMACK VALLEY

About 30 miles north of Boston, the trim New England countryside has a new neighbor . . . Western Electric's Merrimack Valley Works. Here the Valley's people help us with our telephone work for the Bell System — which has helped restore the Valley's well-being.

Long known throughout the world for textiles and shoes, the Merrimack Valley area today is the home of widely diversified industry. The Merrimack Valley people proved themselves skilled, capable, and versatile as new, modern industries began sprouting up all over the Valley. Among the first to come were Western Electric plants in Haverhill and Lawrence . . . recently followed by our new plant at North Andover, one of the largest in the area.

Here in the Merrimack Valley, we turn out telephone equipment for use in the out-of-sight world behind Bell telephone service. It's part of our job as manufacturing and supply unit of the Bell System.

Up and down the Valley, the benefits of our telephone work come to life: in the taxes paid to local governments . . . in our nearly 6,000 jobs this work has created . . . in over $7,000,000 worth of business last year for 228 local suppliers (just a fraction of 1,566 W. E. suppliers in Massachusetts).

In the Merrimack Valley, we feel these social and economic benefits are as important as the products we make.

Besides Merrimack Valley, Western Electric has plants in 22 other cities where we also make telephone equipment for the Bell System. Last year we purchased 1¼ billion dollars worth of raw materials, products and services from over 33,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

CULTURAL HERITAGE of New England is part of Merrimack Valley tradition. Here Western Electric employees – Gerry Hendry, Irene Sheehan and Maureen Smith – visit the birthplace of famed poet John Greenleaf Whittier in Haverhill, Mass. It was in this historic house that he penned the immortal "Snowbound."

EDITOR'S OPINION. Irving Rogers, Editor and Publisher of the Lawrence, Mass., *Daily Eagle* and *Evening Tribune*, says, "It's hard to overestimate the contribution Western Electric has made to the economic recovery of the Valley. Besides providing jobs and payrolls, they've helped spark confidence in the Valley's future."

TALKING POINT. David Lane (left), member of the buying staff of our Merrimack Valley Works, talks with Vice President George Emmott of the Dyer-Clark Company, a supplier of electrical parts to W. E. This Lawrence firm is one of 1,566 companies we did business with last year throughout the state of Massachusetts. Total Western Electric purchases in Massachusetts amounted to over $49,000,000 . . . helping to bulwark the economy.

SCHOOL BOARD members David Rockwell (right) and Kingdon Hamilton (center), both of Western Electric, compare notes with Principal Charles Yeaton of the Atkinson (N. H.) Academy, second oldest coeducational school in the nation. Many W. E. people participate voluntarily in worthwhile community activities like this.

OUR ANGLE IS TO SELL YOU OUR BEST TIME! KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your BRANHAM man NOW for the HOTTEST avails.

for SALE or RENT

Two fully-equipped

TELEVISION STUDIOS

situated in the heart of New York City
(one 110′ x 55′ x 30′ with color equipment)

SUITABLE FOR:

★ Closed Circuit
★ Video-Taping
★ Educational Broadcasting
★ Talent Development
★ TV Program Production
★ Auditioning, Rehearsing
★ Testing and Experimentation
★ Training of Broadcast Personnel

★ Demonstration and Marketing Center for Electronic and Optical Equipment.

TOTAL SPACE AVAILABLE 17,000 SQ. FT.

Owner considering retirement, ready to discuss favorable terms with responsible principals. Box 559F BROADCASTING

10 D.J.'s Traveling in Europe On Combined USO-Good Will Tour

Ten disc jockeys representing different areas of the U. S., are traveling abroad on a 21-day European tour, in conjunction with the USO for the Defense Dept., it was announced by Murray Kaufman, WINS New York disc jockey and National Council of Disc Jockeys, president. The group will entertain at defense establishments at various stops on the tour as well as demonstrate to European audiences the American disc jockey show.

Tom O'Brien, WINS, is co-ordinator of the group, which includes Paul Berlin, KNUZ Houston; Lad Carleton, WKBR Manchester, N. H.; Eddie Clarke, WHB, Kansas City, Mo.; Buddy Deane, WJZ-TV Baltimore; Elliot Fields, KFWB Los Angeles; Larry Fisher, KTSA San Antonio; Phil McLean, WERE Cleveland; Art Pallon, KDKA Pittsburgh; Clark Reid, WJBK Detroit.

Arkansans to Hear Comr. Cross

FCC Comr. John S. Cross will speak at the Aug. 23 banquet of Arkansas Broadcasters, to be held at the Hotel Marion, Little Rock. Comr. Cross is an Arkansan. He and Mrs. Cross own the Riverview Resort Hotel at Eureka Springs, Ark. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, is expected to attend the Aug. 22-23 meeting. Meetings of daytime broadcasters and press association groups are scheduled Aug. 22.

UPCOMING

Aug. 19-22: Western Electronic Show and Convention, Ambassador Hotel, Los Angeles.
Aug. 22-23: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Aug. 23: New Mexico Assn. of Broadcasters, Alvarado Hotel, Albuquerque.
Aug. 24-26: Georgia Broadcasters Assn., St. Simons.
Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.
Aug. 25-28: American Bar Assn., annual convention, Statler Hotel, Los Angeles.
Aug. 28-29: Montana Radio Stations Inc., business meeting, Canyon Village, Yellowstone National Park, Wyo.

September

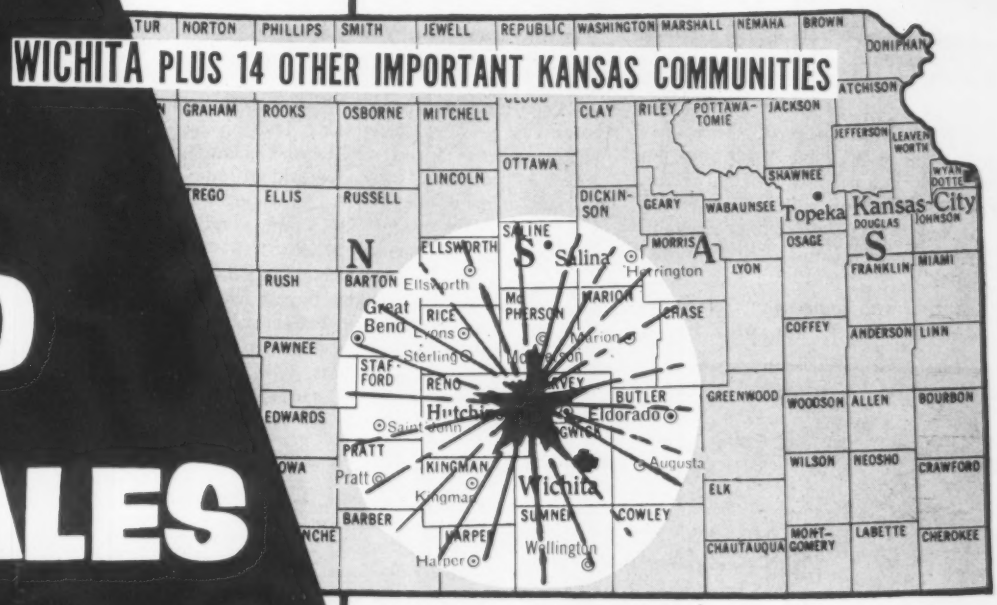
Sept. 4-5: RAB, regional management conference, Ponte Vedra Inn, Ponte Vedra, Fla.
Sept. 4-7: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.
Sept. 5-6: Indiana Assn. of Broadcasters, Hotel Marott, Indianapolis.
Sept. 8-9: RAB, regional management conference, Rickey's Studio Inn, Palo Alto, Calif.
Sept. 9-11: Idaho Broadcasters Assn., Washington Hotel, Weiser.
Sept. 11-12: RAB, regional management conference, Western Hills Lodge, Sequoyah State Park, Okla.
Sept. 11-13: Michigan Assn. of Radio & Tv Broadcasters, annual fall convention, Hidden Valley, Gaylord, Mich.
Sept. 12-14: AWRT, New England conference, Stowe, Vt.

NAB FALL CONFERENCES

Sept. 18-19, Buena Vista Hotel, Biloxi, Miss.
Sept. 22-23, Okla. Biltmore, Oklahoma City, Okla.
Sept. 25-26, Challenger Inn, Sun Valley, Idaho.
Sept. 29-30, Mark Hopkins Hotel, San Francisco.
Oct. 13-14, Schroeder Hotel, Milwaukee.
Oct. 16-17, Radisson Hotel, Minneapolis.
Oct. 20-21, Somerset Hotel, Boston.
Oct. 27-28, Statler Hilton Hotel, Washington, D.C.

WICHITA-

DIRECT ROUTE



TO SALES IN KANSAS

KTVH

NOW REPRESENTED BY BLAIR TELEVISION ASSOCIATES, INC.

CBS channel 12
HUTCHINSON

HOWARD O. PETERSON, GENERAL MANAGER

CBS' Schneider, Bryant Named To WCAU-TV, Spot Sales Posts

John Schneider, general manager of CBS-TV Spot Sales, New York, will be named general manager of WCAU-TV Philadelphia, effective with the transfer of the station from The Bulletin Co. to CBS Inc., Donald W. Thornburgh, WCAU Inc. president, announced last Thursday. He will succeed Robert M. McCredy, who took over the WCAU-TV post in July.

MR. SCHNEIDER

Bruce Bryant, presently eastern sales manager of CBS-TV Spot Sales, will succeed Mr. Schneider, it was also announced Thursday by Craig Lawrence, vice president, CBS owned television stations.

Mr. Schneider joined CBS-TV Spot Sales Chicago, in 1950, as an account executive. In 1952 he joined the New York office and two years later returned to Chicago as midwestern sales manager, only to be brought back to New York later as eastern sales manager. He was appointed general manager in 1956.

Mr. Bryant, who joined the Chicago office in January 1953, was with Edward Petry & Co., Chicago, prior to joining CBS-TV Spot Sales. Mr. Bryant subsequently was named to the post of eastern sales manager in 1956.

Young Opens Detroit Office, Promotes, Shifts Personnel

Expansion at Adam Young Inc. and Adam Young Television Inc.—radio-tv station representatives—will take place this week with a shift of personnel and opening of a Detroit office, it was learned last week.

Effective today (Aug. 18) the Young representation firms will maintain offices at 2940 Book Bldg., Detroit 26. Telephone: Woodward 3-6919.

Named office manager was R. John Stella, who moves from Chicago where he was a Young radio salesman. His successor will be announced shortly in addition to other new personnel.

At the same time, Young is filling a post that has been vacant since the first of the year. James F. O'Grady, midwest sales manager, will be reassigned to New York to become vice president of tv sales. The tv sales vice presidency was vacated last December with the promotion of vice president-radio-tv sales manager Stephen A. Machcinski to executive vice president of Young's radio representation company.

Mr. O'Grady will be succeeded in Chicago as midwest sales manager by Richard J. Kelliher, who has been San Francisco office manager. Mr. Kelliher's successor is understood to be Frank A. Waters, now a radio salesman in the New York headquarters.

McLendon Stations Up 43.2%

McLendon stations had a 43.2% increase in gross revenue the first half of 1958 over the same period last year, Gordon McLendon, president, McLendon Corp., reports. He said that WAKY Louisville would break even financially in August —its second full month of operation. The group comprises KILT Houston; KEEL Shreveport, La.; KLIF Dallas; KTSA San Antonio, and WAKY. The corporation plans acquisition of two more am outlets.

"There is no doubt," Mr. McLendon said, "that our stations, and others, are beginning to slice sharply into revenue once considered the exclusive property of newspapers. During the first half [of 1958] our radio stations reported . . . 11 new big-budget advertisers who had theretofore been exclusively in newspapers."

WDRC Listens For Improvement

The announcers at WDRC Hartford, Conn., are taking advantage of a built-in mechanical critic, which enables them to catch and later correct otherwise unknown on-air mistakes or irregularities, according to a report from the station.

A tape recorder, with special thin tape, runs 24 hours a day, picking up all live spot announcements, news and program comments. The tape is attached to the studio signal light, starts and stops automatically, and does not record any music with the exception of starts and stops. Supervisory personnel as well as the announcers themselves then listen and utilize the mechanical critic's advice. Before this system was begun, states WDRC, the idea was explained to the entire announcing staff. "All approved," according to the station.

Mid-America—New K.C. Radio Rep

A new radio representative, Mid-America Spot Sales, has opened in Kansas City, Mo. Ralph Meador, owner-general manager, KLEX Lexington, Mo., is president of the new company, with N. E. Paton Jr., who heads his own public relations firm, as executive vice president. Both continue to operate their present firms.

Mid-America's first clients: KMMO Marshall, KSIS Sedalia, KOKO Warrensburg, KRES St. Joseph, KDKD Clinton, KWRT

MR. PATON

MR. MEADOR

Boonville, KRMS Osage Beach, KLEX, all Missouri; KBTO El Dorado, KOFO Ottawa, KARE Atchison, KLWN Lawrence, all Kansas. Address: P. O. Box 4833, Kansas City 9, Mo. Telephone: Westport 1-3322.

Storer Announces Earnings

Storer Broadcasting Co. announced last week that earnings for the second quarter of 1958, ended June 30, amounted to $978,-416. The board of directors has declared a quarterly dividend of 45 cents per share on 973,610 shares of common stock and 6 cents per share on the company's Class "B" common stock, consisting of 1,501,140 shares.

FREE

LATEST NEGRO &
SPANISH-PUERTO RICAN
POPULATION FIGURES
BY COUNTY IN METRO
NEW YORK

Station WWRL
Woodside 77,
New York City

LAWRENCE WELK
STEVE LAWRENCE
DENISE LOR
NAT "KING" COLE
JUNE CHRISTY

TENNESSEE "ERNIE" FORD
BURL IVES
PEGGY LEE
GALE STORM
TERESA BREWER
GEORGE SHEARING
TEX RITTER
RALPH FLANAGAN
SARAH VAUGHN
LES BROWN
MEL TORME
SUNNY GALE
CONNIE BOSWELL
JUNE VALLI
TONY PASTOR
CAB CALLOWAY
LIONEL HAMPTON
JUNE HUTTON
FRAN WARREN
PATRICIA MORISON
APRIL STEVENS
CARLOS RAMIREZ
CONNIE HAINES
TITO GUIZAR
ALAN DEAN
FRANKIE CARLE
BETTY CLOONEY
JAN CLAYTON
DE CASTRO SISTERS
DUKE ELLINGTON
INK SPOTS
DOROTHY LOUDON
MR. & MRS. 88
MITCHELL CHOIRBOYS
ALVINO REY
GINNY SIMMS
ANDY RUSSELL
JACK TEAGARDEN
FLORIAN ZABACH
COUNT BASIE
PAGE CAVANAUGH
GLORIA JEAN
ALLAN JONES
BOBBY TROUP
RED NICHOLS

STAR-RINGO, SPOT-THE-STAR,
MUSICAL QUIZ, STAR VARIETY SHOW
... BUILD YOUR OWN BIG SHOW WITH

Musical Parade of Stars

1100
3 to 4 Minute
TV Films
110
in color

Now you can have the country's leading musical personalities working for you — winning audiences and attracting sponsors — at an unbelievably low monthly cost.

With all the talent on film, it takes only minutes to build star-studded shows with lavish production settings — without high production costs. Even the most budget minded local advertiser can now afford the impact of top-name stars selling his products!

Dozens of money-making program formats are available for immediate use . . . and there's no limit to the number of different-type programs you can build and sell with the Musical Parade of Stars!

Write, phone, wire today. Cinema-Vue, exclusive distributor of Musical Parade of Stars (formerly Studio Telescription Library).

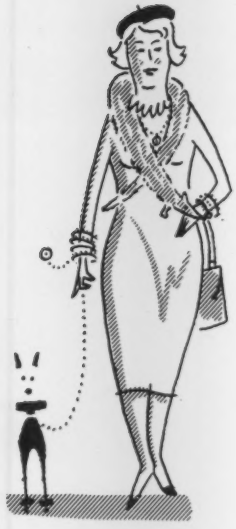
Network Talent at low Budget Cost

EXCLUSIVE DISTRIBUTION

Cinema-Vue Corporation

245 WEST 55th STREET, NEW YORK 19, N. Y. • Tel. JUdson 6-1336

The Average "TEENER" Is A Honey—



BUT It's ADULTS That Have The MONEY !

Somebody's got to be different! That's why we tailor our program schedule to the adult audience for the most part. We love the teenagers—every hair on their soft little heads—but we know and you know that the folks that have the money to buy your products are the ADULTS!

Our Listeners Are..... 91%* ADULTS!

Not only does WHEC deliver more adult listeners than any of the other five radio stations in Rochester—but it is rated an outstanding No. 1 in all Rochester Metropolitan Area surveys! —A good thing to keep in mind when you seek the ears of BUYERS in the rich Rochester area.

*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data— March, 1958

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Gunderson Nomination to CSC Wins Senate Committee Approval

Mrs. Barbara Bates Gunderson, 41, a former broadcaster, was nominated last week by President Eisenhower to become a member of the U. S. Civil Service Commission. The nomination was approved Thursday by the Senate Post Office & Civil Service Committee.

Prior to World War II, Mrs. Gunderson was a continuity writer at WNAX Yankton, S. D. After agency work in Kansas City she became women's director and continuity chief of WOW Omaha and also worked at KOTA Rapid City, S. D.

Mrs. Gunderson entered politics in 1952, going on a speech-making tour in the Eisenhower campaign. Later she was co-chairman of the National Citizens For Eisenhower Congressional Committee and was elected Republican National Committeewoman for South Dakota. Her career includes newspaper and magazine writing. She is a graduate of Yankton College. Mr. Gunderson is an attorney in Rapid City.

KNEZ Begins Operations

After receiving FCC authority July 30, KNEZ Lompoc, Calif., has begun regular daytime operations. The station is located near Vandenberg Air Force Base which is undergoing a $125 million development program. KNEZ, owned and operated by Tom Friedman, is on 960 kc with 500 w. Thomas J. Wallace Jr., formerly with KTKT Tucson, Ariz., is general manager. William A. Ayres Co., Los Angeles, has been named national representative; Robert Dore Assoc. represents the station in New York.

Mae West Signed by KCOP (TV) For New Local-Syndicated Show

Mae West, whose sexy portrayal made her a great box office attraction on stage and screen but on radio secured for NBC a severe rebuke from the FCC, has been signed for a Monday-Friday 8:45-9 p.m. advice-to-the-lovelorn series on KCOP (TV) Los Angeles. The program, to start the second week in September, is Miss West's first regular tv series. She will appear live, answering letters from viewers on everything from love and beauty to family problems.

It was on Dec. 12, 1937, that Miss West made radio history with an appearance on the Sunday evening *Chase & Sanborn Hour*. Her handling of the dialogue in an "Adam and Eve" skit with Edgar Bergen's brash dummy, Charlie McCarthy, evoked a deluge of mail from disapproving listeners that led to an official investigation by the FCC with threats of drastic action. NBC finally was subjected to a stiff scolding from the Commission, whose chairman called the broadcast "a very serious offense against the proprieties," but was let off without further punishment. The new tv series on KCOP will be recorded on videotape and offered for syndication.

DATELINES

Newsworthy News Coverage by Radio and Tv

NEWPORT—The oil-tanker collision in Newport (R. I.) Harbor between the *S. S. Gulfoil* and *S.S. Graham* Aug. 7 was given extensive coverage by WBZ-TV Boston and WADK Newport. The former dispatched cameraman Bill Quinn and newsman Andy Sherrard immediately on receiving news of the crash before 8 a.m. The WBZ-TV staffers hired a helicopter and shot rescue work and firefighters while hovering over the ships. The footage was processed and rushed to Boston in time for WBZ-TV's 2:25 p.m. newscast.

WADK General Manager Milton E. Mitler and news director Gerry Nevins report they gave the first bulletin to UPI and followed it up with beeper calls to some 60 stations as far away as Portland, Ore.; Port Arthur, Tex., and Baton Rouge, La. Mr. Nevins taped interviews with naval personnel who were participating in rescue work.

MINOT—An upstairs window opposite a house where an armed man was threatening to shoot anybody in sight, was used by KMOT-AM-TV Minot, N. D., newsmen to obtain live telephone and filmed coverage Aug. 11. For five hours, with police standing by with tear gas, blocking off the street and keeping neighbors in their homes, the stations covered the incident for local audiences and other Meyer Broadcasting Co. stations, KUMV-TV Williston and KFYR-AM-TV Bismarck, both North Dakota. The armed man's niece eventually persuaded him to surrender.

PORT HURON—Jim Whipkey, newsman of WTTH Port Huron, Mich., reports he was first to break the news that Michigan authorities were holding a secret witness in connection with the Frank Kierdorf "human torch" incident. Mr. Whipkey says he told 7 a.m. newscast listeners Aug. 7 that a bystander had witnessed three men set off a bomb in a dry cleaning establishment and that one, "presumably Kierdorf," had been trapped inside the burning building. WTTH's account was used by UPI, according to Mr. Whipkey, and the station was flooded with calls from radio-tv stations and newspapers. A report was released two hours later that a witness was being held.

LOS ANGELES—California State Sen. Edwin J. Regan announced Aug. 12 that he would subpoena KNXT (TV) Los Angeles' facts and findings in its expose of a local bookie racket. Mr. Regan, who is chairman of a legislative subcommittee on criminal law enforcement, told the station: "My action is a direct result of myself and my investigations, having watched the KNXT nighttime news program all of last week." KNXT exposed the estimated $150,000,000 book-making racket on its *10 O'Clock Report*.

Robert Sarnoff to Receive Gold Medal Award of VFW

NBC Board Chairman Robert W. Sarnoff has been selected to receive the Gold Medal award of the Commander-in-Chief of the Veterans of Foreign Wars—the VFW's leader's highest honor bestowed on an individual. The award is to be presented tonight (Aug. 18) at the joint opening session of the VFW convention in New York. Richard L. Roudebush, Indianapolis, national commander of the veteran's organization, announced the award went to Mr. Sarnoff "for his outstanding leadership and fearless advocacy of broadcasting as a vital instrument of national communications, and for his staunch support of fundamental principles of Americanism as seen in NBC public service programming."

AWARD SHORTS

Thomas P. Chisman, president of WVEC-TV Norfolk, Va., awarded American Legion's Citation of Honor with Medal for "meritorious service as a television executive on whose initiative WVEC-TV . . . televised the first educational classes in Virginia for an established school system." WVEC-TV, in conjunction with Norfolk School System, carried out educational tv project during 1957-58 and will do so again in coming year.

Art Ford's Jazz Party heard and seen on WNTA-AM-FM-TV Newark, N.J., received first annual Hallmark Stereophonic Sound Award for "imaginative and artistically provocative radio and television programming which added a new dimension to the art of entertainment." *Jazz Party* is simulcast over WNTA's tv, am, fm radio stations. Presented by Hallmark Electronics Corp., N. Y., award will be made annually to individuals making greatest contribution in realm of stereophonic sound.

KTBC-TV Austin, Tex., received certificate of appreciation from state of Texas for tv series for recruitment of school teachers. Series, carried over several Texas tv stations, was produced by Radio/Television Dept. at U. of Texas and Texas State Department of Education under Ford Foundation grant. Prospective teachers taking examinations based on information in tv series were granted state teaching permits.

Bill Hall, farm editor of KPHO Phoenix Ariz., and its daily *Farm Hour* program presented with Honorary State Farm Degree by Future Farmers of America for "outstanding service to agriculture and rural youth."

Murray Cox, WFAA Dallas farm editor, has garnered Distinguished Service Award in field of vocational agriculture, presented by Vocational Teacher's Assn. of Texas. Plaque read: "To Murray Cox in grateful recognition of your leadership in your profession and for services rendered in the advancement of vocational agriculture in Texas."

AWARDS SHORTS

Ed Sullivan, CBS-TV personality, received National Sales Executives Inc. "Supersalesman of the Year" award.

NATIONAL THEATRES BIDS FOR NTA

The board of directors of National Telefilm Assoc., New York, will meet this week in New York to vote on an offer by National Theatres Inc. to acquire controlling stock of NTA.

The companies have been holding discussions on the transaction since last May [FILM, May 12] and National Theatres two weeks ago decided on a firm offer. A spokesman for NTA declined to reveal details but indicated an announcement would be made after the board meeting.

The proposal may encompass an exchange of NTA stock for National Theatres stock, with National Theatres, at the outset, acquiring stock primarily of NTA principals. The offer would leave NTA's present management team intact, with Ely A. Landau, board chairman, and Oliver A. Unger, president, assuming executive duties at National Theatres. Ultimately, National Theatres plans to obtain stock held by minority stockholders.

NTA is regarded as one of the fastest-growing organizations in the television field but its debt position is reported to be top-heavy. Its alignment with National Theatres would provide a source of financing from a large theatre chain that has embarked on a diversification program in the last few years. NTA is one of the leading distributors of tv film programs, largely feature films. In association with Desilu Productions and 20th Century-Fox Corp., NTA is involved in an ambitious co-production program of half-hour tv film series. Together with Fox, the company owns NTA Film Network. It also owns and operates WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul.

National Theatres is considered the second largest theatre chain in the U. S., consisting of about 300 theatres principally on the Pacific Coast, in the Midwest and in the Rocky Mountain areas. Recently the company developed Cinemiracle, a new three-dimensional motion picture process and several months ago bought WDAF-AM-TV Kansas City [CHANGING HANDS, April 28]. National Theatres' revenues are reported to have declined about 33% since 1947-49 and this situation apparently prompted its diversification program.

One obstacle before a transaction could be effectuated would be a go-ahead signal from the Justice Dept., according to a source close to both companies. It is pointed out that National Theatres is the circuit split from 20th Century-Fox under the latter company's consent decree. Fox now is owner with NTA of the film network and additionally, Fox has an agreement with NTA on the studio's feature film library. Acquisition of NTA by National Theatres could bring Fox and the divorced circuit into an association that might require a Justice Dept. ruling.

Guild Hearing Recessed

National Labor Relations Board hearings on the petition of Musicians Guild of America for election of a bargaining agent for musicians employed by independent motion picture producers resumed Tuesday (Aug. 12) in Los Angeles but was recessed until Sept. 17 when illness kept AFM attorney Robert Rissman from attending Wednesday's hearing session. A request of the Society of Independent Motion Picture Producers to withdraw from the hearing because it is no longer active as an employers representative was referred to NLRB headquarters in Washington by hearing officer Kenneth Schwartz. Meanwhile, MGA is continuing negotiations with the Assn. of Motion Picture Producers for an agreement to replace the AFM pact that expired early this year.

Sales of 'Col. Flack' Reach Million Dollars in Fortnight

CBS-TV television film sales reported Friday gross of approximately $1 million in sales within two-week period by direct sales to sponsor and stations for *Col. Flack*. Series being produced by Stark-Layton Productions and scheduled to be ready Oct. 1.

A number of advertisers ranging from public utilities to grocery chains have signed *Col. Flack*. Among them (on regional basis): Dayton Power & Light Co. (Hugo Wagenseil & Assoc.); Bell Bakeries (Caples Co.); Loblaw Supermarkets (Addison F. Busch); Laclede Gas Co. (D'Arcy); Kroger Foods Big Bear Store and Hudephol Beer. Station line-up includes: WOI-TV Ames; WKYT (TV) Lexington; WFAA-TV Dallas; WANE (TV) Ft. Wayne, Ind.; KTTV (TV) Los Angeles; KGLO-TV Mason City, Iowa; WTVR (TV) Richmond, Va.; WCSH-TV Charleston, W. Va.; KYW-TV Cleveland, Ohio; WPIX (TV) New York; WTAR-TV Norfolk, Va., and WKBM-TV Youngstown, Ohio.

'Marshal' Sold for 80 Markets

Purchase of National Telefilm Assoc.'s *U. S. Marshal* series for showing in approximately 80 markets by next spring was announced Tuesday by Anheuser-Busch Inc. for its Budweiser beer.

The brewery plans to introduce the half-hour film western in Birmingham, Ala. and Chicago in late September and schedule additional markets in January, February and March. The Desilu-produced package, comprising 39 episodes, was purchased through D'Arcy Adv. Co., St. Louis, agency for Budweiser. The series stars actor John Bromfield.

Cinemark Offers Film Stock

Cinemark II Productions Inc., Santa Fe, N. M., has notified the Securities & Exchange Commission of plans to offer for sale to the public 300,000 shares in common stock at $1 each. Cinemark was formed last April with a capitalization of $100,000 (1 million shares at 10¢ each) to produce tv film programs, animated and industrial films and feature length motion pictures.

John S. Candelario, director of "The Way of the Navajo" (featured on CBS-TV's *Adventure*), is president of Cinemark. Vice president is Arthur Gould, former director in charge of Tele-Cine Productions, Albuquerque, and also a former Hollywood writer-director. Watson & Co., Santa Fe, is underwriting the stock offering.

Vick Chemical to Sponsor Three NTA Film Net Segments

Purchase by Vick Chemical Co., New York, of segments of three programs on the NTA Film Network, starting Oct. 6, is being announced today (Aug. 18) by Ely A. Landau, board chairman of NTA. The 26-week contract was placed by Morse International Inc., New York. Vick Chemical has ordered three participations per day on the five-time-a-week *Tv Hour of Stars* dramatic programs, plus weekly participations in *Man Without a Gun* and *This Is Alice* half-hour series, according to Mr. Landau. Several weeks ago NTA announced it had signed several national advertisers for the film network but to date has not identified the sponsors, except for Vick.

Warner to Leave Few in N. Y.

Warner Bros. Pictures Co. (theatrical, tv films, records), slated to close its New York office Oct. 1, has decided to retain a skeleton staff in the East, it was learned last week. It is still uncertain whether WB will stay at its new office, 666 Fifth Ave. The staff will work principally in areas of sales and administration and will aid Rodney Erickson, recently appointed tv sales head, former radio-tv vice president at Young & Rubicam.

Flamingo Forms Sales Unit

Flamingo Telefilm Sales, New York, last week supplemented its national sales force by creating a new and separate division to handle the sales of *The Country Show*, reruns of *Grand Ole Opry*. Peter Harkins, formerly with Official Films Inc., will head the new sales group as executive manager. Flamingo President Herman Rush has said that his company would sell *The Country Show* as an across-the-board feature.

Deitch Organizes Film Company

Formation of Gene Deitch Assoc., 43 W. 61 St., New York, creater and producer of animated films for television and theatrical distribution, was announced last week by Mr. Deitch, formerly creative director of CBS Terrytoons Div. The new organization will be represented by Lang-Worth Feature Programs Inc., N. Y., in national syndication. The Deitch telephone number is Judson 6-5700.

Guild Reports Cartoon Deal

Guild Films Co., New York, has announced a $1.5 million cartoon contract with Beverly Hills Productions, to distribute all their cartoon productions for a five-year period. The first package of 150 color cartoons is titled *Spunky and Tadpole*. Sales have already been made to WPIX (TV) New York, WRCV-TV Philadelphia, and KBET-TV Sacramento, Calif.

YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV!

Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

There are two big markets in Nebraska. One you can reach through an Omaha TV station, the other you can't. With 232,397 TV families in 69 counties, Lincoln-Land is Nebraska's *other* big market.

The Lincoln-Land market can be really covered only by KOLN-TV.

KOLN-TV is the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas. Ask Avery-Knodel for all the facts.

LINCOLN A-Z ARB SURVEY JANUARY, 1958

	Viewed Most Before 6:00 P.M.	Viewed Most After 6:00 P.M.
KOLN-TV	29%	48%
Station B	21	19
Station C	16	13
Station D	4	9

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

ON CAMERA

Reginald LeBorg, producer-director has joined with **DeWitt Bodeen,** screenwriter to produce tv series called *The Inheritance,* anthology of modern stories based on quotations, incidents and teachings of Bible. LeBorg, who will handle most of direction, is presently seeking studio space for late fall filming.

British Broadcasting Corp., non-commercial government subsidized broadcasting organization, and National Telefilm Assoc., New York, have agreed to co-produce series of 39 half-hour films titled *The Third Man,* for airing in fall of 1959, it was announced last week by NTA. Nineteen episodes will be filmed in England, 20 in Hollywood. Series will star **James Mason.**

Screen Gems Inc., N.Y., reports production will begin shortly on half-hour tv film series, *The Alaskan,* which will be made in cooperation with Alaska Territorial Police. Series will be produced on location in Alaska and will revolve around member of Alaska Territorial Police.

Desilu Productions, Inc., Culver City, Calif., has completed 14 more episodes of *This Is Alice* and will begin final 12 shows shortly. Series stars **Patty Ann Gerrity** and is scheduled for release over NTA Film Network stations starting Oct. 6. Desilu also has begun filming of *U. S. Marshal,* tv series starring **John Bromfield.** Series of 39 episodes is being produced by Desilu for National Telefilm Assoc., Hollywood.

Henry Jaffe Enterprises is preparing new tv series titled *The Magical Monarch of Mo* based on stories by L. Frank Baum, also author of *Oz* books. Scripts have been prepared by Joseph Schrank, who wrote "Beauty and the Beast" program for *Shirley Temple's Storybook* series, and Norman Lessing, associate producer and story editor of *Storybook.* Initial program of *Monarch of Mo* series will be broadcast some time during coming season on the *Storybook* series, Mr. Jaffe said. *Mo* series is planned as weekly half-hour program, to be produced either live or on film in either New York or Hollywood.

FILM SALES

Official Films, N. Y., announces sale of fourth series of *Robin Hood* to Osaka Television Bcstg. Corp. for showing in Tokyo, Osaka, Nagoya, Okayama and Fukuoka. Series will be sponsored by Lion Toothpaste Co., Japanese toothpaste manufacturer.

Trans-Lux Television Corp., N. Y., reports sale of Encyclopaedia Britannica Library of short subjects to WTOP-TV Washington for five years.

MCA-TV, N. Y., has sold "Paramount Features" to KUAM-TV Guam.

Jaymark Film Corp., N. Y., reports six new sales on its *Cartoon Storybook,* animated color series, bringing total number of markets sold to 33. Latest sales were to WGN-TV Chicago, WDEF-TV Chattanooga, KVAR (TV) Mesa-Phoenix, KONO-TV San Antonio, WSTV-TV Stubenville, Ohio, and WCYB-TV Bristol, Va.

Screen Gems Inc., N. Y., announces total sales on *George Burns & Gracie Allen Show* (repeats of programs carried on CBS-TV) have reached 56, with latest sales to WMCT (TV) Memphis, WLWA-TV Atlanta, WFAA-TV Dallas, KTVU (TV) San Francisco, KREM-TV Spokane, KSL-TV Salt Lake City, KLZ-TV Denver and WFBC-TV Greenville, S. C.

Regis Films, Chicago-N.Y., reports total sales in excess of $750,000 for new *Crusader Rabbit* series. Additional markets: WCAU-TV Philadelphia; WDAU-TV Scranton, Pa.; WMBR-TV Jacksonville, Fla.; WTCN-TV Minneapolis; CMTV-TV, Havana, Cuba, and KLOR-TV Salt Lake City, Utah.

Stroh Brewing Co., Detroit, has purchased Ziv's *Mackenzie's Raiders* for 16 midwestern markets, it was announced last week by **James Shaw,** sales manager, national sales dept., for Ziv television programs. Brown & Williamson, Raleigh cigarettes, previously bought series for 19 markets and will alternate with Stroh in three markets: Detroit, Cleveland and Bay City. Other markets involved in Stroh purchase include Columbus, Toledo, Dayton, Youngstown, Lima and Zanesville, all Ohio; Ft. Wayne, Indianapolis and South Bend, all Indiana; and Lansing, Grand Rapids, Cadillac and Marquette, all Michigan. Agency is Zimmer, Keller & Calvert, Detroit.

Trans-Lux Encyclopaedia Britannica Films has sold its package to WOI-TV Ames, Iowa.

Richard H. Ullman Inc., Buffalo, N.Y., producers of *Colonel Bleep,* new outer space cartoon program, announces sale of show to six new sponsors and several stations including: WBRE-TV Wilkes-Barre, Pa.; WCYB-TV Bristol, Va.; KVAR (TV) Phoenix, Ariz.; KONA (TV) Honolulu, T.H., and KBET-TV Sacramento, Calif.

RANDOM SHOTS

ABC Film Syndication, N. Y., has acquired distribution rights to new half-hour series, *Bowling Queens,* which features 27 outstanding female bowlers. Film series, produced by Tenpin Tattler Productions, Chicago, is patterned after live program of same name carried last year on WBBM-TV Chicago.

TCF-TV, Hollywood, has finished 39th and final episode of *How To Marry a Millionaire,* co-starring **Lori Nelson, Merry Anders** and **Barbara Eden.** Series is scheduled for showing starting week of Oct. 6 over NTA Film Network stations.

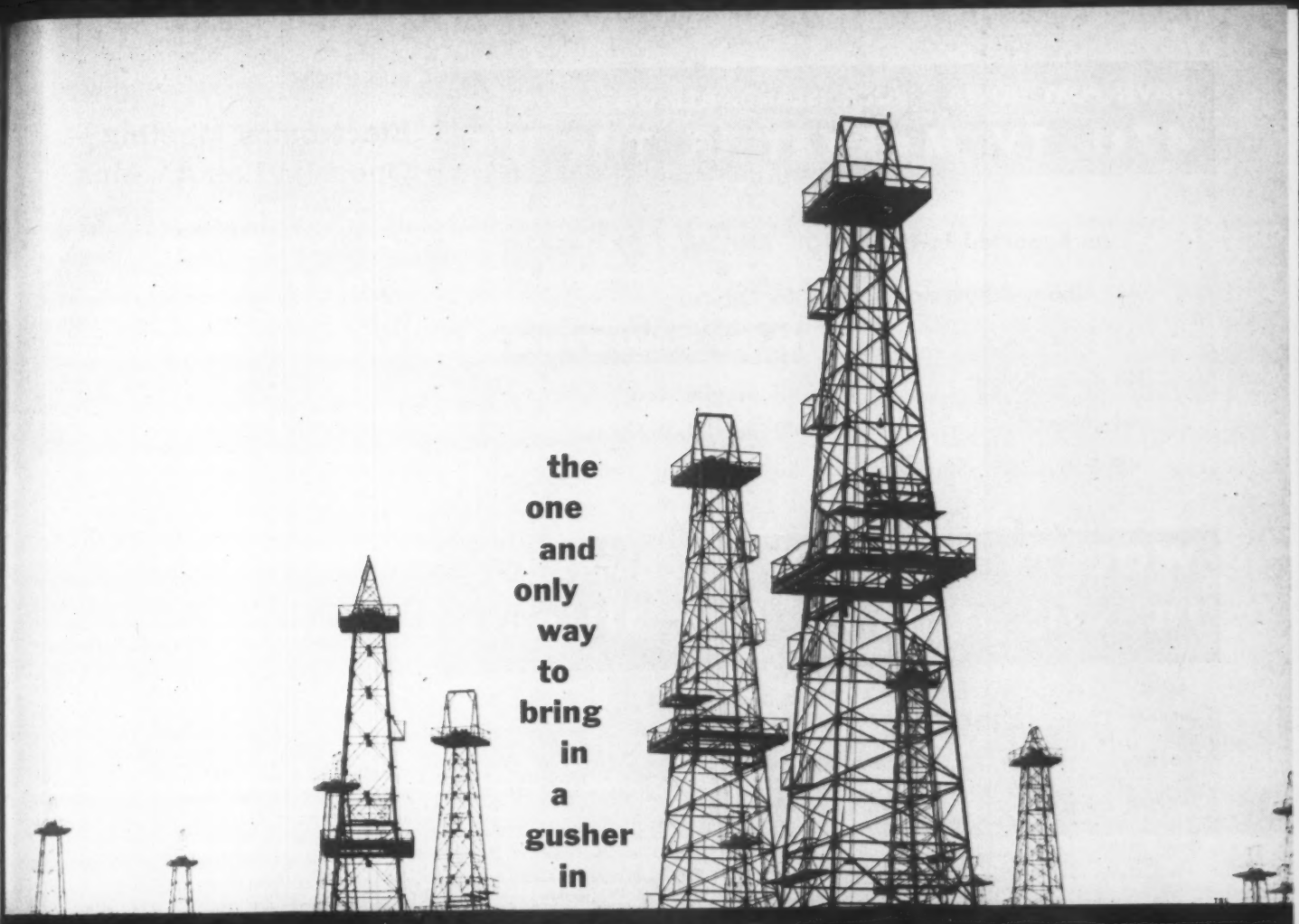
Thomas Countryman Film Productions, Minneapolis, announces purchase of Continental Films, subsidiary of Midwest Radio & Television Inc., in Minneapolis. Continental has been active in production of industrial films and will be retained in that capacity.

T. A. P. Inc. formed as merchandising division of Tv Spots, L. A., producers of *Crusader Rabbit.* All toy licensing and premium promotion activities will be handled from home office at 1037 N. Cole Ave., Hollywood 38. **Larry Nunn** heads new division.

Television Programs of America Inc., N. Y., has acquired *The Witch's Tale,* supernatural series in radio for many years. Firm plans to do pilot shortly, with Alonzo Dean Cole, creator of series, who will serve as consultant and story supervisor.

Charles Michelson Inc., N.Y., tv film distributors, is marketing *Life With the Lyons,* 30-minute situation comedy series starring **Bebe Daniels** and **Ben Lyons.**

ON THE SPOT RECORDING *
MINITAPE
*t.m. reg.
Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events . . . no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!
• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES
STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.



the one and only way to bring in a gusher in

BAKERSFIELD

California's
"five-county-city"
. . . America's
oil-rich
farm-rich
industry-rich
family-rich
pioneer
country
is

KERO-TV CHANNEL 10

Bakersfield, California
is NBC Television in
the San Joaquin Valley,
serving over
1 million prosperous
persons in CALIFORNIA'S
Super-Market

REPRESENTED BY EDWARD PETRY & CO., INC.

DAVENPORT, IOWA - ROCK ISLAND, ILLINOIS
47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

41 Albany-Schenectady-Troy
42 Nashville
43 Champaign
44 Miami
45 Sacramento-Stockton
46 Omaha
47 Davenport-Rock Island
48 Binghamton
49 Raleigh-Durham
50 Asheville

WOC-TV is No. 1 in coverage in all of Iowa and Illinois
(Chicago excepted)

48 COUNTIES

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	$2,852,363,000
Retail Sales*	$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954

NCS 2

WOC
Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Mark Wodlinger, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines

United Press International news produces!

MANUFACTURING

Electronics Meeting Opens in Los Angeles

Theodore Grenier, chief engineer, ABC Western Div., will serve as chairman of a Thursday afternoon (Aug. 21) session on radio and tv broadcasting during the 1958 Western Electronic Show & Convention to be held in Los Angeles Tuesday through Friday (Aug. 19-22). The 42 technical sessions for the four-day convention will be held in the Ambassador Hotel; the more than 650 exhibits will be housed in the Pan-Pacific Auditorium.

Wescon is co-sponsored by the seventh region of IRE, including the Los Angeles-San Francisco section, and the West Coast Electronics Mfrs. Assn.

Participants in Thursday's broadcasting session will be: Ralph N. Harmon, Westinghouse Broadcasting Co. ("Field Experience With the Kahn Compatible Single Sideband System Installed at KDKA Pittsburgh"); Jack Kabell, Stanford Research Institute ("Head Drum Stabilization for Recording the NTSC Color Signal"); C. A. Cady, W. P. Buuck, General Radio Co. ("Frequency Measurement in the Broadcast Field"); O. C. Schafer, Schafer Custom Engineering ("Remote Control and Automatic Logging of Am-Fm and Tv Broadcasting Transmitters and Automatic Programming of Am and Fm Broadcasting Stations"); Robert Byloff, NBC ("Automatic Control of Videotape Equipment at NBC Burbank").

A session on advanced tv techniques will be held Friday morning with Bernard Wally, RCA, as chairman. The session will include these papers: "Techniques for Rapid Alignment of Critical Bandpass Circuitry" by W. A. Sebastian, General Electric Co.; "Transistorized Television Receiver" by Roger R. Webster and Harry F. Cooke, Texas Instrument; "Design and Use of the Chroma Key" by Frank J. Gaskins, NBC; "Scan Magnification" by D. R. Skoyles and R. H. C. Morgan, Mullard Research Labs, England, and "Distortion Reduction in Tv Reception," by J. Ruston and W. J. Judge, DuMont Labs.

Dr. Walter P. Dyke, director of Linfield Research Institute, McMinnville, Ore., has been designated to receive the 1958 Electronic Achievement Award of IRE's seventh region. The award, "for his contribution to education and for his invention and engineering development in field emission cathodes," will be presented to Dr. Dyke at the all-industry luncheon Friday.

IT&T to Show Frozen Tv Picture

Instantaneous transfer of pictures from a television receiver to a storage display tube so that the pictures can be "frozen" and studied at leisure will highlight the International Telephone & Telegraph exhibit at the Western Electric Show & Convention, Los Angeles, tomorrow (Aug. 19) to Friday (Aug. 22). Also included in the display will be communications equipment, new precision electronic instruments, power supplies, closed-circuit television, aircraft navigation equipment and new components for military, industrial and home entertainment fields.

"I'd give up my slide rule before I'd give up my Ad Age"

says **JOSEPH P. BRAUN**
Vice-President and Media Director
Kenyon & Eckhardt Inc.

"My subscription goes to my home, where each Monday evening I read Advertising Age from cover to cover. Issue after issue provides not only the news, but the highlights and stories of the many new developments in this fascinating business that never stands still. I'd give up my slide rule before I'd give up my Ad Age."

Let's talk turkey! Advertising Age isn't a "sometime thing" to most of the executives of importance to you. They read it *regularly and thoroughly*. It follows, of course, that your sales message in Ad Age can get the same careful attention that AA's up-to-date authoritative editorial content receives week in, week out from the admen who *influence* as well as those who *activate* today's broadcasting decisions.

At Kenyon & Eckhardt Inc., for example, where $31,500,000* of its 1957 billings were placed in radio and television, planning broadcast schedules is a vital part of the agency's operation. Among its accounts are such major broadcast advertisers as Ford Motor Co., Lever Bros. Co., National Biscuit Co. and Radio Corp. of America.

Every week, *134 paid-subscription copies of Ad Age* help keep Kenyon & Eckhardt executives posted on the news and trends affecting them. Further, every Monday, *137 paid-subscription copies* reach the offices and homes of advertising and marketing professionals of the companies mentioned.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies —and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Broadcasting Magazine 1957 Report.*

JOSEPH P. BRAUN

A twenty-five year veteran of advertising, Mr. Braun also is a fine example of achievement and growth all within one agency. Starting as a trainee in Kenyon & Eckhardt's mail room in 1933, he held such "up the ladder" jobs as media clerk, research reporter, statistician and space buyer, before being appointed media director in 1942.

By 1947, Mr. Braun was elected a vice-president and, within the same year, became a K & E director. Active in all media areas within the agency, he has contributed to such pace-setting K & E broadcasting activities as the Ford 50th Anniversary Show.

Mr. Braun is a member of the 4A's media committee, and serves the National Outdoor Advertising Bureau as a director and member of the executive committee.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

RCA Develops Portable Color Tv With Battery, Transistor Power

RCA scientists have experimentally developed a fully transistorized portable color television system "using so little power that it can be operated from automobile-type storage batteries," according to Dr. V. K. Zworykin, honorary vice president of RCA. The laboratory system, contained in two compact units which weigh a total of 65 pounds, and use 75 w less power than the sealed-beam headlights of an automobile, can be run either with batteries or a fixed power supply, Dr. Zworykin said.

The system is designed for closed-circuit applications in industry defense, education and research, he said, adding, "It promises ultimately to extend the application of color television into new fields where compactness, portability and operating economy are essential." The laboratory equipment, however, contains a number of components which are not yet commercially available, Dr. Zworykin said.

Admiral Shows Sales Increase Over Same Quarter of Last Year

Admiral Corp. Tuesday reported consolidated net sales of $38,619,849 for itself and subsidiaries for three months ending June 30, 1958.

An increase in sales over $37,638,878 for the same period last year was accomplished, according to Ross D. Siragusa, Admiral president, despite "depressed conditions in the nation's business and in the appliance and television industry in particular." He also reported liquidation of the firm's molded products division involving plastics.

During the second quarter Admiral suffered a loss before taxes of $34,147, compared with $597,087 during that period in 1957. Net loss after taxes amounted to $315,203 for the quarter as against $343,774 the previous year.

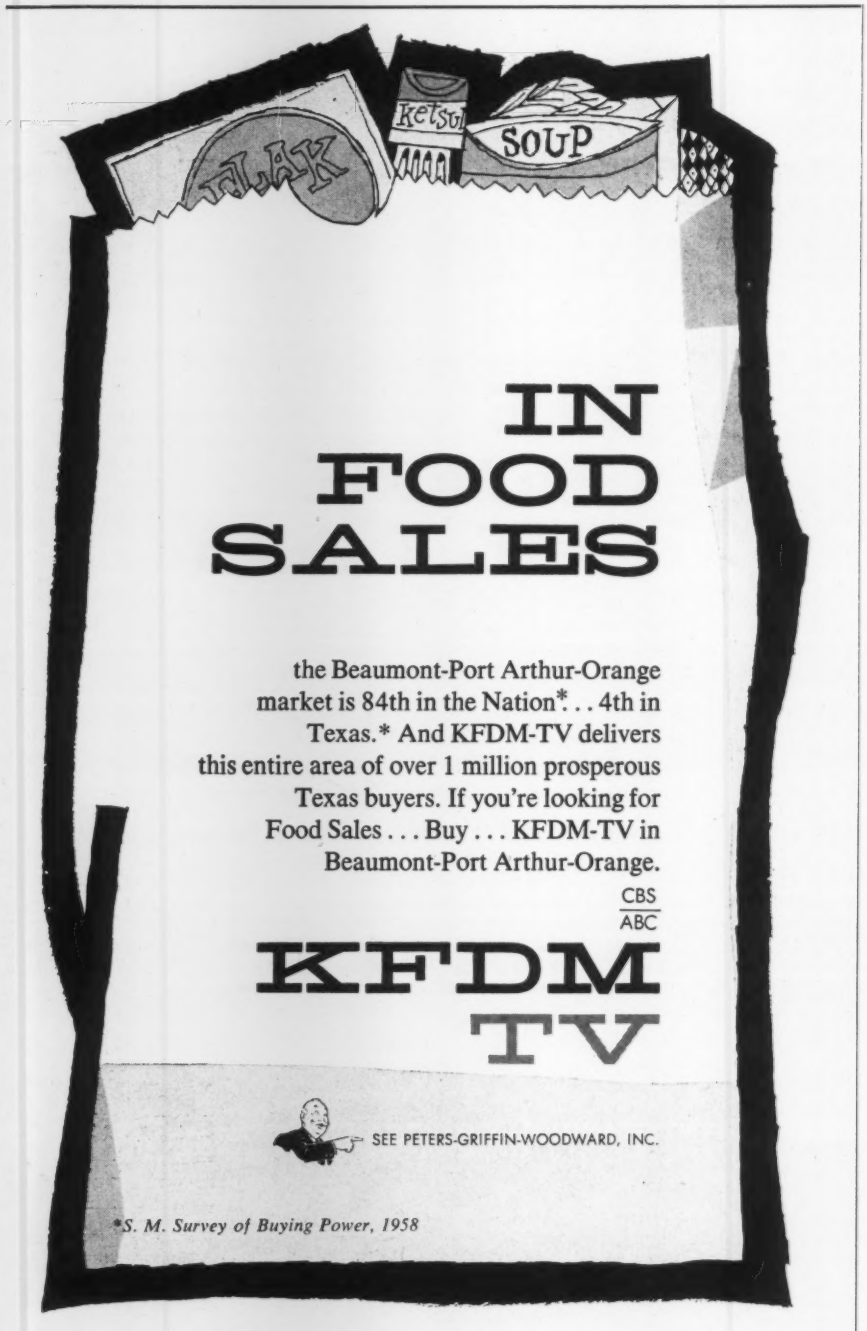
Leitzell Reassures Service Men Pay Tv System Won't Cut Them Out

Independent tv service dealers have a stake in toll tv and Zenith Radio Corp. favors their participation in local pay video installations "when it is authorized," Ted Leitzell, the company's public relations director, told the Texas Electronics Assn. earlier this month.

He released a Zenith policy statement designed to refute allegations that pay-as-you-see tv would prove harmful to the servicing industry, claiming Zenith's Phonevision system "will not in any way hurt the independent service dealers' normal operation of servicing television receivers."

Zenith feels it "desirable," Mr. Leitzell stated, that local service organizations assist in the installation of Phonevision decoders on subscribers' tv sets, once pay tv is authorized and independent companies are franchised. Decoder connections would not "alter a receiver or affect its operation or servicing by independent service dealers," he maintained.

Mr. Leitzell charged the "false rumors" had been circulated "through channels of service organizations" and asserted his company has cooperated fully with independent service men over the years as a matter of policy.


IN
FOOD
SALES
the Beaumont-Port Arthur-Orange market is 84th in the Nation*... 4th in Texas.* And KFDM-TV delivers this entire area of over 1 million prosperous Texas buyers. If you're looking for Food Sales... Buy... KFDM-TV in Beaumont-Port Arthur-Orange.
CBS
ABC
KFDM
TV
SEE PETERS-GRIFFIN-WOODWARD, INC.
*S. M. Survey of Buying Power, 1958

MANUFACTURING SHORTS

Shure Bros., Evanston, Ill., introduces new mobile communications microphone with claimed lightweight and rugged features. Called "Ten-Four," unit is encased in synthetic resin; weighs about half as much as standard, die-cast metal microphone, and is capable of surviving weight of load-bearing truck. It will not chip or crack in normal use and can't corrode, according to firm.

H. H. Scott Inc., Maynard, Mass., announces new complete stereo amplifier consisting of dual 20 w power amplifiers and dual pre-amplifiers on single chassis. New model (299) can be used with any stereo or monaural source or as electronic crossover. When used with stereo it delivers 20 w for each channel; with monaural program sources, it utilizes power for both sections, making it 40 w amplifer. Technical information is available from H. H. Scott Inc., Dept. P, 111 Powdermill Road, Maynard, Mass.

Motorola Inc., Chicago electronics manufacturer, showed first-half consolidated sales and earnings of $84,544,562 and $1,478,-

Try the new Turner 220A Lavalier for 30 days free

We say it's the world's finest lavalier microphone . . . on-the-job performance will prove it!

If you don't agree, simply return it. It will cost you nothing. We're willing to make this free trial offer because we're convinced this new lavalier has no equal.

Superior performance

This new microphone has great sensitivity and range, especially for a lavalier. Frequency response is 60 to 20,000 cps. And Turner's exclusive Dynaflex Diaphragm picks up the slightest shadings of sound, transmits them faithfully. Omni-directional polar pattern levels out volume variations caused by head movements.

Classic, inconspicuous design

The new 220A is designed to feature the performer, not the microphone. It s slim, trim, aluminum case is neutral grey, non-reflecting enamel.

An excellent value

When you decide to keep the Turner 220A you'll be convinced the $75.00 Radio/TV station net cost represents real value. The microphone can be adapted to stand use to do double duty. The price includes 25 feet of attached plastic-covered, 3-conductor, shielded cable plus lavalier accessory. But the outstanding performance characteristics you get from this attractive studio lavalier are the important benefits.

Prove it for yourself. Try it in your studio, subject to your own work conditions, your own habits, your own performance standards. You'll see why no other lavalier microphone can match it.

Mail this coupon for the no-obligation, 30-day free use of the Turner 220A.

THE TURNER COMPANY

936 17th St. N. E.
Cedar Rapids, Iowa

Gentlemen:

Please send me your 220A lavalier mike for a free 30-day trial at no obligation to me. Please include spec sheets.

Name

Radio or TV Station

Address

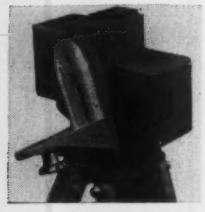
City Zone

State

IN CANADA: CANADIAN MARCONI CO., Toronto, Ontario and Branches

EXPORT . . . : AD AURIEMA, INC., 85 Broad St., New York 4, N. Y.

297, respectively, reflecting "the general softness of the consumer durables and the automotive industries," president **Robert W. Galvin** told shareholders Friday. Figures showed decrease from sales of $105,666,759 and earnings of $3,409,778 for same period last year. Company reported second quarter sales of $43,650,070 and earnings of $800,515, also off from same quarter in 1957.



Camera Equipment Co., N. Y., announces CECO remote control pan and tilt assembly that permits operator to retain full control of industrial tv and vidicon cameras from distant points. Operator can manipulate camera through control box located away from camera installation, thus permitting camera to be located where it would be inconvenient or dangerous for operator. Assembly also permits operation of several cameras from central control station. Made of aluminum alloy, ball and needle bearing construction, with Micro Limit switches, high torque motors, no-slip worm gear drives. Size: 10 inches x 9 inches x 9 inches. Weight: 14¼ pounds. Capacity: 20 pounds. "Dialastop" limit switches with knob-type control setting within 360 degrees for both pan and tilt operations.

Pay Tv to Get Trial in Canada In Ontario, Quebec Communities

Pay tv is expected to have a trial in eastern Canada this fall when Electronic Theatres Ltd., Toronto, Canadian subsidiary of Selectovision, will operate test campaigns in two small communities in Ontario and two in Quebec. One small town in western Canada also may be used as a test.

The company plans to offer a 60-day free trial. The system will operate in conjunction with community antenna systems in areas where tv reception is not good and in apartment houses using one antenna. An electronic device costing about $20 is to be affixed to the tv receiver and a punch card, will be used to operate the attachment. Subscribers will pay for the service in monthly instalments.

Richard Rosenberg, Telefilms of Canada Ltd., Toronto, who will operate the service for Electronic Theatres, states that pay tv will not replace regular tv, but may prove valuable to a percentage of the population.

Tv Set Sales Edge Up in Canada

Television set sales were up slightly in June while radio receiver sales were down from June 1957, it has been reported by the Electronic Industries Assn. of Canada. Tv receiver sales in June were 22,147 as compared with 21,457 in June 1957. For the first six months of this year tv receiver sales were 164,407 units, as compared with 170,672 for the same period last year.

Radio receiver sales in June totaled 40,794 units as compared with 43,741 in June 1957. For the first half of this year radio set sales totaled 223,316 units as against 254,188 in the same period last year. Ontario province led in sales of both radio and tv receivers, with 92,752 radio sets and 61,401 tv sets in the first half of 1958. Quebec province accounted for 59,596 radio sets and 40,431 tv sets in the same period.

INTERNATIONAL SHORTS

Standard Radio Ltd., Toronto, holding company for CFRB Toronto, reported net profit for fiscal year ending March 31 at $145,967, up from $138,057 last year. Annual report stated that while operating costs of CFRB were higher during the year, income was proportionately increased, maintaining earnings at satisfactory level.

Elstree Studios, Northern Rhodesia, has announced it is available for tv film production assignments from U. S. tv film producers who require film sequences or background material on Central Africa. Company is headed by **Bob Hawkins,** formerly with Associated British Pictures Corp. Elstree, Hertz, England. Address of Elstree Studios is P. O. Box 1517, Lusaka, N. Rhodesia.

CKOS-TV Yorkton, Sask., appoints Devney Inc. as national representative in U. S.

KMJ-TV

Leads in Fresno

KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in news — coordinates with McClatchy newspapers for complete, up-to-the-minute coverage. Sound and silent film cameras give 24-hour coverage of local events. Has No. 1 rated news program.*

*ARB May '58

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY • The Katz Agency, National Representative

TelePrompTer in Court Over WOR Fight Plans

The TelePrompTer Corp., New York, filed for an injunction in New York State Supreme Court last Wednesday (Aug. 13) that would restrain WOR New York from broadcasting a summary at the end of each three rounds of the Floyd Patterson-Roy Harris heavyweight championship bout in Los Angeles tonight (Aug. 18).

The station, which has announced its intention to present summaries of the fight as provided by the wire services, was directed by Justice Frederick Backer to show cause on Friday morning (Aug. 15) why it should not be restrained from presenting the broadcast. TelePrompTer, which owns the radio, television and motion picture rights to the bout, is telecasting the event over a closed circuit into theatres throughout the country, and several weeks ago declined to sell the radio rights.

Robert J. Leder, general manager of WOR, issued a statement on Thursday (Aug. 14), asserting that the station planned to proceed with plans for broadcasting the fight, despite the legal action started by TelePromptTer. Mr. Leder declared:

"We believe it is our duty in the interest of the entire broadcasting industry to bring a news report of the Floyd Patterson-Roy Harris championship fight to our listeners as soon as possible. As a station which concentrates on news gathering and reporting, we have an obligation to our audience to report all major news happenings. This fight is news and we intend to disseminate this news to our listeners as soon as possible.

"We at WOR believe a broadcaster has the same privileges of freedom of the press accorded other news media. Apart from the news interest in the bout itself, we are further prompted to proceed with our plans because of the overall implication that any restraint of this type might have for the entire broadcasting field."

TelePrompTer is basing its case on a contention that it paid a fee for the rights to the bout and its "property rights" would be invaded by an unauthorized broadcast. A spokesman for the company last Thursday declined to reveal the amount of the fee.

A similar dispute cropped up in 1953 when the International Boxing Club, promoter of the Rocky Marciano-Roland Lastarza heavyweight championship bout, sought an injunction to prevent WOV New York from broadcasting round-by-round summaries of the event and a planned recreation of the bout [STATIONS, Sept. 21, 1953]. This match also was carried only on closed-circuit tv to theatres. At that time Justice Irving L. Levey ruled that any radio or tv station might broadcast the wire services' news reports at the end of each round, but were prohibited from presenting a blow-by-blow description or phrasing in the present tense [GOVERNMENT, Sept. 28, 1953]. WOV regarded the decision as a victory for the broadcast media in its battle for "equal access to the news."

Asked to comment on the fight broad-

For 20¢ PER 1000 RADIO HOMES DAILY CIRCULATION . . .

. . . KWFT delivers these 77 NCS #2 counties in Texas and Oklahoma

(Based on one-time one-minute rate)

DAILY PROGRAM FEATURES:

DAVE DARY
. . . the Southwest's top newsman

EARL SARGENT
. . . this area's only full-time farm service director

MILLER BROS. BAND
. . . nationally famous country-western band

DALE WITH DISCS
. . . varied music for adult listeners

CALL YOUR H-R MAN

Radio Station

BEN LUDY
Pres. and
Gen. Mgr.

KWFT
The Voice of the Rich Southwest

5 KW
at 620
Day and
Night

WICHITA FALLS, TEXAS

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

CHANNEL 3 KTBS-TV

Dominates
THE
SHREVEPORT AREA

American Research Bureau again proves* **KTBS-TV**

DOMINANT . . .
In The Morning
9:00 AM till 12 noon, 5 days a week, CHANNEL 3 KTBS-TV LEADS in 86% of quarter hours rated*

DOMINANT . . .
In The Afternoon
2:00 to 5:00 PM, 6 days a a week CHANNEL 3 KTBS-TV LEADS in 53% of quarter hours rated*

DOMINANT . . .
At Night
6:30 to 10:00 PM, 5 days a week CHANNEL 3 KTBS-TV LEADS in 56% of quarter hours rated*

TOTAL DOMINANCE
65% of ALL PERIODS above DAY AND NIGHT

KTBS-TV
E. Newton Wray,
President and Gen'l Mgr.

NBC
ABC

*May 1958 ARB Metro, Shreveport Survey

Ask your PETRY man

cast problem, NAB President Harold E. Fellows said:

"We had thought that the question involving property rights and conditions that can be placed on broadcast news coverage of action that has transpired was settled by litigation in 1953. A broadcasting station relying on an established news service and bringing information as quickly as possible to the public, we believe, performs a valuable public service.

"The public has learned to rely upon broadcasting for quick, spontaneous reports of events such as championship boxing matches. To attempt to prevent broadcast news coverage of a round-by-round account when the round has become history, discriminates against the electronic media and impinges upon the public's right to expect a free, rapid flow of information."

Clapper In for Putnam at Helm Of Universal Recording Concern

A. B. Clapper has been elected president of Universal Recording Corp., succeeding M. T. Putnam (see story below), who continues as a stockholder and remains on the board of directors.

Other officers named at a recent board meeting were Mason B. Coppinger, vice president and chief engineer; Frank Richter Jr., vice president and treasurer, and Robert A. Weber, secretary.

Mr. Clapper helped organize Universal with Mr. Putnam in 1946 and the company has grown from a one-studio plant on Chicago's outskirts to its present new building on the city's near north side. It services radio-tv stations, advertising agencies, film producers and all fields of recorded sound.

United Recording Formed

Formation of United Recording Corp. in Hollywood and the construction of new $500,000 studios at 6052 Sunset Blvd. there, was announced Thursday by Milton T. Putnam, president.

Mr. Putnam, who pulled out as president of Universal Recording Corp. in Chicago, though remaining as a stockholder and director, also announced the appointment of Bunny Robyn as vice president of the west coast organization. He also reported acquisition of master recorder equipment previously held by Mr. Robyn. A. B. Clapper, who helped found Universal with Mr. Putnam and Robert A. Weber in 1946, has been elected president of that recording company.

Warner Records Ready to Debut

Radio-tv stations will be asked to "cooperate" with Warner Bros. Records Inc., wholly-owned Warner Bros. Pictures subsidiary, in launching the new label after Labor Day, it was disclosed last week. Hal B. Cook, WBR vice president and sales director, told Broadcasting last Tuesday (Aug. 12) that stations would receive the "premiere package" of 12 WBR albums featuring such name talent as actor Jack Webb and conductor-arranger Ray Heindorf on Sept. 2-3 in time for the Sept. 4 consumer breaking-day. Stations seeking to receive WB material will work with the local dealer-distributors, Mr. Cook said, and will be serviced in turn by three principal Warner Bros. Records sales offices—New York, Chicago and Los Angeles.

THE CALM BEFORE

Although tonight's (Aug. 18) Floyd Patterson-Roy Harris heavyweight championship fight will not be broadcast on either radio or tv, both champion and challenger will be heard before the fight in a special half-hour broadcast sponsored by Public Finance Corp. through Winius Brandon Co., St. Louis, on a 26-station Columbia Radio Pacific Network hookup at 7:30-8 p.m. PDT. Tom Harmon, CRPN sportcaster, will record weighing-in ceremonies in the morning and talk with both fighters during the half-hour broadcast.

World Wide Opens S. F. Office

Opening of a San Francisco office at 275 Post St., San Francisco 8, was announced last week by World Wide Information Services, new company formed out of the former INS Special Service Div. and composed of a globe-spanning network of freelance writers, researchers and other communications specialists. WWIS-San Francisco will be headed by Leonard J. Snyder, former head of all Pacific Coast and Far Eastern news operations for INS. Other WWIS sales-editorial offices are in Detroit, Chicago, Des Moines, Dallas and Los Angeles. WWIS headquarters are at 730 Fifth Ave. (Judson 2-1370) New York.

New Package Firm Formed

Formation of a new radio-tv packager, Project Four Inc., at 507 Fifth Ave. (Murray Hill 2-2444) was announced last week by Don Spark, British writer-director. The group's first entry is a "somewhat highbrow" radio program titled *London Town,* produced abroad by Roylee Ltd., 25A Cockspur St., London. Mr. Spark said the program is available for fall sponsorship.

PROGRAM SERVICE SHORTS

American Television Enterprises, new tv commercial film and program production company, has opened offices at 7324 Santa Monica Blvd., Hollywood 46, Calif. **Hugh Hole,** former advertising executive, and **Niles Cunningham,** previously program and commercial supervisor for Grant Adv., Chicago, head new organization. Telephone: Oldfield 4-9370.

WOR-AM-TV New York's recording division has announced addition of commercial videotape recording to its services, according to **John B. Hayes,** division manager. Facilities will be available to advertising agencies and film producers on custom service basis in New York city area, Mr. Hayes said.

KJBS Co-Sponsors 'Giant Payoff'

KJBS San Francisco and the *San Francisco Call-Bulletin* have distributed over 5 million "Giant Payoff" tickets in a radio-newspaper tie-in promotion built around the San Francisco Giants baseball team, since the beginning of the current baseball season. The tickets contain a photograph of a Giant baseball player and a number. The contest requires entrants to check the *Call-Bulletin* for winning ticket numbers and to listen to KJBS for clue words, enabling winners to collect bonus prizes. It is estimated that approximately $18,750 in prizes will be awarded by the time the contest ends about September 30.

Announcers Turn D.J.'s on WABC

Two new disc jockey programs debut on WABC New York today (Aug. 18) starring former radio announcers Tony Marvin and Del Sharbutt. *The Tony Marvin Show* will be heard Monday through Saturday, 2-4 p.m. and *The Del Sharbutt Show* is scheduled for Monday through Friday, 4-6:30 p.m. and Saturday, 4-7 p.m.

GETTING ACQUAINTED with agencies is the first move in the opening promotion of KBOX Dallas, Tex., a new Balaban Group outlet, as models extend the station's good will with gifts to the city's advertising agency executives. Recipient Norman Campbell of the Dallas office of BBDO has his new attache case opened for him by one of the diplomatic KBOX representatives.

WGY Polls Women Listeners

There is still a place in present day radio for a woman's program, WGY Schenectady, N. Y., concludes from tabulated questionnaires sent to 1,107 women who previously had entered a contest on the *Martha Brooks Show* (Mon.-Fri., 9:15-10 a.m.). A total of 488 completed questionnaires were returned to the station giving personal data and radio listening habits. Survey excerpts include: 50.1% listen to *Martha Brooks* daily; 30.4% listen while washing dishes, and 76.3% listen most often in the kitchen. Guest interviews lead as the most popular feature in a list of 10, with "menus" ranking last.

WTTM Records Historical Sounds

WTTM Trenton, N.J., has started a collection of "sounds of historical area-wide events" for the Trenton Free Public Library. The collection was begun with the complete recording of the entire 3½-hour first annual

"LIVE" FROM COLUMBUS

Irwin Johnson

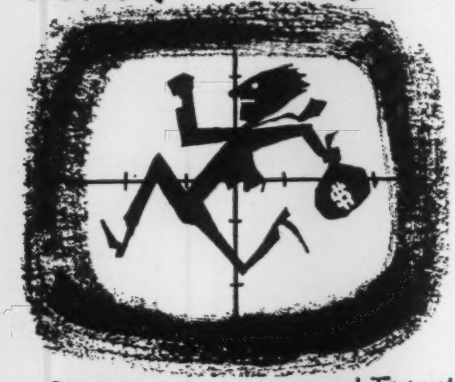
Since 1940 "EarlyWorm" Irwin Johnson has been Central Ohio's number one disc jockey. His relaxed manner and sincere friendliness are reflected in his 16.4 Pulse rating. His influential sales record keeps his 6:00-9:15 a.m. and 3:30 to 6:00 p.m. participating shows in demand and in the top 10.

AM • FM • CBS

wbns radio

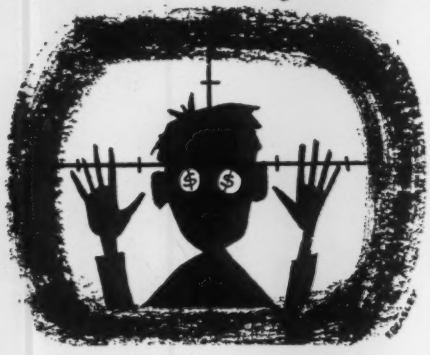
COLUMBUS, OHIO • Ask JOHN BLAIR

READY for a sure thing?



AIM your message at Texas' fourth largest TV market

FIRE away..at less cost per viewer than with any other Texas TV.



331,785 television sets
West Texas Television Network

K/DUB stations
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

meeting of the Greater Trenton Council, a group formed to aid the redevelopment of Trenton's business district. The discs were cut in WTTM's new custom recording studios, and presented to Librarian Edwin Jackson by Fred E. Walker, WTTM general manager.

KYW Awards Dollars for Errors

Newscasters at KYW-AM-TV Cleveland, Ohio, are watching their words carefully as a result of a new policy which gives listeners a chance to win two dollars if they can catch an on-the-air mistake. News Director Sanford Markey assured his staff that the money will be paid by KYW.

In another KYW news promotion, the station has invited listeners to ride in one of its four mobile news cruisers. Listeners may qualify by sending their names to the station in care of "Nose for News." One person will be selected each week for a ride on the week night of his choice.

WINS Listeners Submit Pictures

WINS New York is conducting a summertime promotion, asking listeners to send in a "WINSNAP," photograph showing the family listening in to WINS. For submitting the most original and interesting photo of the week, the contestant will be awarded an imported 35 mm camera. For the winner of the month: a visit to his house by a WINS crew, which will originate a disc jockey show from the house.

KDAY Plane Airs Beach Reports

Joining the *Airwatch* weekend patrol of Southern California beaches and their traffic approaches started by KABC Los Angeles via its helicopter, KDAY Santa Monica Saturday, Aug. 9, put its own plane aloft, a four-place Cessna manned by a KDAY pilot-announcer who will shortwave reports on beach conditions back to KDAY on Saturday and Sunday afternoons for the remainder of the 1958 season. Irving Phillips, KDAY general manager, said that the KDAY plane also will carry flotation gear for sea rescues.

KYW-TV Runs Quiz With Movies

Viewers of the *Best of Hollywood* movies each night on KYW-TV Cleveland, Ohio, can compete for weekly prizes by demonstrating their knowledge of the motion picture industry in the program's "Movie Quideo" contest. Viewers are asked twice each night to identify film clips of old movies, stills, baby pictures of the stars, caricatures or shots of Hollywood families. Contestants who guess correctly the 10 pictures shown each week must have their entries postmarked by midnight Saturday, the following day. Five prizes are awarded each week.

KEPR-TV Saddles Mount Mark

A new world's record for marathon horseriding has been reported by Bert Wells, personality at KEPR-TV Pasco, Wash., after a stay-in-the-saddle of 121 hours, 14 minutes and 35 seconds. Mr. Wells, feeling stiff and sore, was taken to a hospital for a complete checkup and rest. With 15-minute rest periods every few hours, Mr. Wells rode mainly in a special corral built at a Richland, Wash., furniture store. He was accompanied by a safety car as he rode to the KEPR-TV studios for his daily broadcasts. Viewers won prizes for guessing closest to the time of final dismount.

HEADING THE LIST of signatures on a 100-foot telegram to the San Francisco Giants before the start of their double header with the Milwaukee Braves at Milwaukee Aug. 3 were those of William D. Shaw, general manager of KSFO San Francisco, and Art Rosenbaum, executive sports editor of the *San Francisco Chronicle*, whose paper paid for the "mile-long" telegram, originated and promoted by KSFO announcements. Giant Manager Bill Rigney unrolls the list of 12,000 well-wishers who responded to a series of announcements during a five-hour period. Despite the lengthy message of encouragement which required eight hours to transmit on one wire, the Giants failed to stop the Braves from notching two more wins.

CBS Mails Cards from Russia

A total of 1,500 direct mail promotion pieces, postmarked from the Soviet Union, was sent out last week by CBS Radio. The network mailed post cards containing a message from CBS newsman Robert Trout and bearing a picture of the Kremlin at night to Hertz auto rental dealers who have purchased sponsorship of Mr. Trout's 9-9:05 nightly newscast. The mailing piece bears one ruble and 40 kopeks worth of Russian stamps.

KOSI radio in Denver
KOSI-KOBY GET ACTION!
KOBY radio in San Francisco
SEE YOUR PETRY MAN
Mid-America Broadcasting Company

Jazz Book Honors WQXR Series

WQXR New York and J. B. Lippincott Co., Philadelphia-New York, simultaneously celebrated the fourth anniversary on Aug. 11 of the station's series, *The World of Jazz* (Mon., 9:05-9:35 p.m.) by publishing a 319-page paperbound book, "The Collector's Jazz: Traditional & Swing," by program host John S. Wilson. The radio series also is fed to Voice of America and Radio Free Europe. Mr. Wilson is the jazz reviewer for the *New York Times,* owner-operator of WQXR.

KPEN (FM) Makes Fm Survey

KPEN (FM) Atherton, Calif., has reported on the results of its survey of San Francisco Bay Area high-fidelity dealers and their impressions of public interest in fm broadcasting. A total of 52 replies were tabulated out of 103 questionnaires sent to the area's music dealers. To prevent biased results, KPEN explains, the survey was taken under the fictitious name of "Grant-Regan Research Assoc." The final tabulation shows 50.1% of dealers report substantial increase in fm interest; 51.9% notice a moderate increase in fm set sales; 34.6% of dealers say fm interest increase is due to "superior fm programming."

'KCMC Days' Feature Bargains

Bargains offered by 22 Texarkana, Tex., retail merchants highlighted a three-day special sales event entitled "KCMC Days," promoted by KCMC Texarkana last month. The station furnished participating sponsors with pennants and window streamers. Customers also were attracted to the stores by six models carrying portable radios, four "circus clowns" who distributed balloons, dollar bills, cigarette lighters and other prizes, and a "KCMC Music Man" who gave away hundreds of phonograph records.

KRON-TV Issues Service Booklet

A report to viewers on public service entitled "Priority for Public Service" has been issued by KRON-TV San Francisco. The illustrated booklet contains a roundup of the station's coverage in the public interest, reports on the awards received and presented, and pictures of events featured during the past year. In a typical month (described in the booklet), KRON-TV serves approximately 38 agencies, makes 289 public service announcements, offers 33 public service programs and allots over 20% of the station's time to the support of public service enterprises. KRON-TV's public service activities are supervised by Thomas F. Mullahey, director of public affairs.

WGN Conducts Opera Auditions

Promising singing talent from the five-state Chicago area will be heard in a new series of *Opera Guild Auditions of the Air,* presented by WGN Chicago in cooperation with the Illinois Opera Guild. Slated to start Nov. 9, the showcase will feature talent competing for the guild's $1,000 cash prize designed to further the winning contestant's singing career. In preparation for the program, WGN has begun a four-month search of talent, with audition tapes to be submitted later to a panel of judges. Finals have been scheduled for the program of Feb. 1, 1959. Contestants may enter by requesting blanks from WGN Inc., 441 N. Michigan Ave., Chicago, or from music schools, and a deadline of Oct. 15 has been set for entries. Contestants also are asked to submit recordings of their work.

WRCA-TV Explores Tv Impact

A series of programs investigating the impact of television on American life will start on WRCA-TV New York's *The Open Mind* on Sept. 7, Richard D. Heffner, producer and moderator of the award-winning show, reported last week. Mr. Heffner, who also is director of programs for New York's Metropolitan Educational Television Assn., said 16 weekly half-hours would be devoted to such subjects as "Tv and the Courtroom," "Tv and the Press," "Tv and Politics," "Tv and Conformity," "Tv as an Art," "Tv and Education" and "Tv and the Engineering of Consent." Start of the special series follows the return of *The Open Mind* from alternate-week to weekly appearances on Aug. 31 (Sunday 2-2:30 p.m.).

WNTA Broadens News Coverage

WNTA-AM-FM Newark is beginning today (Aug. 18) a new two-hour news program carried five days a week (Mon.-Fri. 7-9 a.m.), which will be called *NBN—Nothing But News.* It will be written and edited by the WNTA news staff, with Allyn Edwards as commentator. The program will include a roundup of the news, editorial comment on news developments, resumes of by-line columns in New York Metropolitan newspapers, reviews of Broadway openings and movie premieres, weather and time reports.

WTVJ (TV) Plans Ice-Melt Event

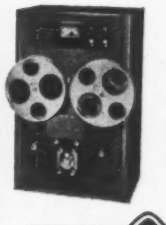
On Wednesday (Aug. 20), WTVJ (TV) Miami, Fla., viewers will start guessing the exact hour, minute and second that a 300-pound block of ice will be melted away

WJIM-TV
covering
Lansing - Flint - Jackson for CBS

Things You Should Know!

- 5 of the 10 leading agricultural counties in Illinois lie in WREX-TV land
- 5 of the 10 leading agricultural counties in Wisconsin lie in WREX-TV land
- 20 of the 400 leading agricultural counties of the nation . . . lie in WREX-TV land

(Source: May '57 Sales Management)
Represented by H-R Television, Inc.
WREX-TV
CHANNEL 13 ROCKFORD

the new AUTOMATIC
MODEL S-7
MAGNETIC FILM RECORDING/DUBBING SYSTEM

A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write for particulars.
STANCIL-HOFFMAN
921 N. Highland Ave., Hollywood 38, Calif.
Export: Frazar & Hansen Ltd.

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th

TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Represented by Avery-Knodel, Inc.

HOTEL *New Weston*

MADISON AT 50TH

English Lounge

Meeting place of show business

So close at hand So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL *Berkshire*

MADISON AT 52ND

Barberry Room

Where the celebrities go after theatre

KNOTT HOTELS

during the station's "Heat Wave Day" contest, one of a series of events in WTVJ's summer promotion campaign. The cake of ice, sculptured into a number "4" (channel number), will be removed from a freezer and placed outdoors at 8 a.m. Prizes include a deep-freeze, hi-fi set, air conditioner and a television set. Beginning Aug. 25 clues to the location of a hidden prize certificate will be aired to open WTVJ's "Treasure Hunt" contest.

Listeners Write WTIC Ad Copy

Listeners to WTIC Hartford, Conn., have been invited to demonstrate their talent in writing commercial announcements in the station's "You Write the Commercial" contest which closes Aug. 29. The competition is conducted on all of WTIC's personality programs. With sponsor permission, some of the entries will be aired. Three radios are awarded daily to the writers of the best announcements for any product or service advertised on the station. The best-of-all entry will win a Vespa motor scooter.

WBZ-TV Circulates Boston Guide

The promotion department of WBZ-TV Boston has distributed to local and national agencies, clients and national sales representatives a booklet called "Ad Man's Guide to Boston." The booklet lists Boston advertising agencies, hotels, restaurants, newspapers, radio and television stations and general services.

CBS Spot Issues Sales Booklet

A new radio promotion booklet released by CBS Radio Spot Sales for advertisers and agencies contains pictures and brief biographies of nearly all of the personalities heard on the fourteen stations represented by the organization. Entitled "The Personal

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

WALTER M. HEYMANN JR. and **LESTER A. DELANO** named v.p.'s of North Adv. Inc., Chicago. Mr. Heymann, director of sales development, joined North from Foote, Cone & Belding in January this year. Mr. Delano, director of marketing services (marketing, media and research), joined North in 1956 from Christiansen Adv., Chicago.

ALLAN KALISH, previously national sales manager of WCAU Philadelphia, joins Philip Klein Adv., Philadelphia, as v.p. and account executive.

BRUCE M. RADDER, formerly account executive with WOOD-TV Grand Rapids, Mich., has opened his own advertising agency, Bruce M. Radder Adv. Agency, 425 Cherry, S. E. Grand Rapids, Mich. Agency will handle all types of media.

JOHN J. SOUGHAN, formerly creative director for Kenyon & Eckhardt on Pepsi-Cola account, to v.p. and advertising director of Pepsi-Cola Co., succeeding **CHARLES DERRICK,** resigned.

WAYNE JERVIS JR. and **C. PETER FRANTZ** have joined Leo Burnett Co., Chicago, as marketing supervisors, former as v.p. **CHARLES T. WEEKS,** formerly with Gardner Adv. Co., St. Louis, also joins Burnett. Mr. Jervis was associate director of marketing services and member of plans board at McCann-Erickson, Chicago. Mr. Frantz was v.p. and head of plans board at Waldie & Briggs, Chicago.

ROBERT F. G. COPELAND, with Ford Motor Co., Dearborn, Mich., in key advertising and sales promotion positions since 1948, retired this month. Mr. Copeland was previously with Kudner Agency and BBDO in Detroit offices.

JOHN E. KUCERA, Ted Bates & Co., N.Y. media supervisor, to assistant v.p. and director of network relations in agency's television and radio department.

WILLIAM WILGUS appointed manager of Hollywood office of J. Walter Thompson Co. **CHARLES VANDA,** named director of programming, has also reported to Hollywood.

HERBERT STOTT, recently associate media director of Lennen & Newell, N.Y., to Kenyon & Eckhardt's Los Angeles office as media manager.

STANLEY REISS, for past four years project director, Alfred Politz Research Inc., appointed research manager, Parkson Adv., N. Y.

M. TENNEY HULETT, with Borden Foods Co., N.Y., as consumer research manager, promoted to newly created post of market research manager. Mr. Hulett, previously with Lever Bros. Co., N.Y., will be in charge of marketing and consumer research for Borden food products, including cheese and allied items.

ROBERT S. SPAETH, senior account executive on Coco-Cola bottler advertisers and onetime General Mills product advertising manager, to Leo Burnett Co., Chicago, as account executive on Kellogg's Corn Flakes.

DON WALSH, formerly in district sales office of Ford Motor Co.'s Ford Div., Dearborn, Mich., to media research staff of Erwin Wasey, Ruthrauff & Ryan Inc., L.A.

CHARLES H. RAMSEY, copywriter, Cunningham & Walsh, and former creative director, Bermingham, Castleman & Pierce, both N.Y., to Joseph Katz Co., New York-Baltimore, as copy supervisor on American Oil Co. account.

LOUISE A. HARTMAN, home economist in recipe development section of General Foods kitchens since 1956 and previously homemaking broadcaster on WMAL-AM-TV Washington, has been named product publicist for GF's Dream Whip low-calorie dessert topping.

DONALD SIROVATKA, formerly with R. G. Smetana Studio, Berwyn, Ill., joins Sidney Clayton & Assoc., Chicago, as designer on art staff.

VICTOR A. PIOTROWSKI, v.p. in charge of merchandising, Dancer-Fitzgerald-Sample, elected president of merchandising Executives Club, New York.

EMMETT C. McGAUGHEY, executive vice president in charge of West Coast operations for Erwin Wasey, Ruthrauff & Ryan, elected president of Los Angeles Board of Police Commissioners for second time. He was recently reappointed by Mayor Norris Poulson to commission for second five-year term and previously served as president 1955-56 for one-year term.

WATSON M. GORDON, 75, retired v.p. of McCann-Erickson Inc., died last Monday (Aug. 11), at Barnstable County Hospital, Pocasset, Mass. Mr. Gordon joined M-E in 1944 as manager of Boston office. He later became v.p. and manager of agency's New England division, remaining in this capacity until his retirement last December.

FILM

LEONARD H. FIELDS, producer-writer and former story editor (producer at Paramount and Republic, story editor with Universal), signed Friday by MGM to assist **SOL C. SIEGEL,** MGM studio head, as "liaison in the closer coordination of the studio's motion picture making and tv activities."

SHELDON ROSKIN named assistant publicity manager, Hecht-Hill-Lancaster, N.Y., succeeding **JOE HYAMS,** transferred to West Coast to handle pub-

Touch," the presentation emphasizes in opening pages the reach, repetition and believability provided by radio but that not all radio stations have "authority." The illustrated booklet looks to the "listener-confidence" established by the personalities on six CBS o&o stations and eight CBS affiliates as the "authority" to sell products. Advertisers' success stories also are described with the personality sketches.

WIP Listeners Make 'Hits'

Fans of the Philadelphia Phillies baseball team are winning prizes in the "Get a Hit" quiz game heard this summer on WIP Philadelphia. Sponsored by Foremost Dairies, "Get a Hit" offers listeners a choice of progressively more difficult baseball questions, ranging from a "single hit" to a "home run." Entrants must mail their telephone numbers to WIP and the numbers are drawn by quizmaster Dan Curtis.

DAWN PATROL

Gene Klaven and Dee Finch, wake-up duo disc jockeys on WNEW New York, are being heard from 5-6 a.m. while on their way to work in their private cars, which have been equipped with mobile telephones. When station management proposed starting the K&F show one hour earlier, the two d.j.'s, who now have to get up at 4:30 a.m. to make the 6 a.m. on-air time, suggested, half in jest, that they ought to broadcast on their way to work. WNEW agreed and installed the telephones in the Klaven and Finch automobiles. Now, the two begin their morning show by pulling to the side of the road occasionally to "insert" the *Milkman's Matinee*, heard from 12 midnight to 6 a.m.

licity there [PEOPLE, Aug. 11]. Mr. Roskin was formerly with Columbia Pictures Corp.

ROBERT McNEAR appointed sales representative for MGM-TV for San Francisco and Pacific Northwest. Mr. McNear will be in charge of sales for tv commercials and industrial films.

HAROLD GOLDMAN, executive v.p. of National Telefilm Assoc., N.Y., announces addition of six salesmen and their assignments: **M.C. (JIM) GREGORY,** formerly with ZIV television programs, and **CRENSHAW ONNER,** previously with Television Programs of America, Chicago office; **PAUL WEISS,** formerly with Gross-Krasne Productions, Chicago staff; **WILLIAM C. RHODES,** recently with Republic Pictures, Pennsylvania and West Virginia territory, reporting to Chicago office; **ROGER WILSON,** formerly with Texas Co., Hollywood office, and **FRANK MEYERS,** previously with Official Films, Dallas office.

NETWORKS

MR. STRASSBERG

STEPHEN STRASSBERG, ABC assistant director of press information, promoted to director of press information, succeeding **HANK WARNER,** resigned to join CBS-TV [AT DEADLINE, Aug. 11]. Mr. Strassberg was previously publicity director of stations WABC-AM-FM-TV New York. Before that he directed information for Eagle Lion Films.

PHILIP M. BERNSTEIN, exploitation manager of WJZ New York (now WABC) (1950-1953) and with ABC press informtion department, since 1953, has been promoted to assistant director of press information for network.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

STATIONS

MR. SMITH

PARKER SMITH, former commercial manager of WKYW and WGRC, both Louisville, Ky., named commercial manager of WVJS Owensboro, Ky., succeeding **JOHN T. RUTLEDGE,** resigned to become president and general manager of WHOO Orlando, Fla. Mr. Rutledge was also v.p. and director of sales at WVJS. **EARL FISHER,** program director of WVJS, adds duties of assistant general manager.

MR. RUTLEDGE

KENN MALONEY, KUVR Holdrege, Neb., program and news director, elevated to station manager.

HOWARD COLEMAN, station manager of WMAQ Chicago, announces resignation effective Aug. 31.

BERT NOBLE, formerly assistant manager WMBM Miami Beach, Fla., appointed commercial manager of WFEC Miami, **DORIS M. SANFORD,** previously with WNEM-TV Bay City, Mich., named program director of WFEC.

MR. OHLEYER

MR. LAKE

MR. REISINGER

ROBERT F. OHLEYER, WISH-AM-TV Indianapolis manager of local sales, named manager of radio WISH. **JOSEPH E. LAKE,** commercial manager of WFMY-TV Greensboro, N.C., appointed commercial manager of WISH-TV and **RAY REISINGER,** promotion and merchandising manager of WCKT (TV) Miami, named director of programs and merchandising for WISH-AM-TV [AT DEADLINE, Aug. 11].

LOUISE W. MORRIS, with WDAK Columbus, Ga., local sales for eight years, promoted to director of national sales department.

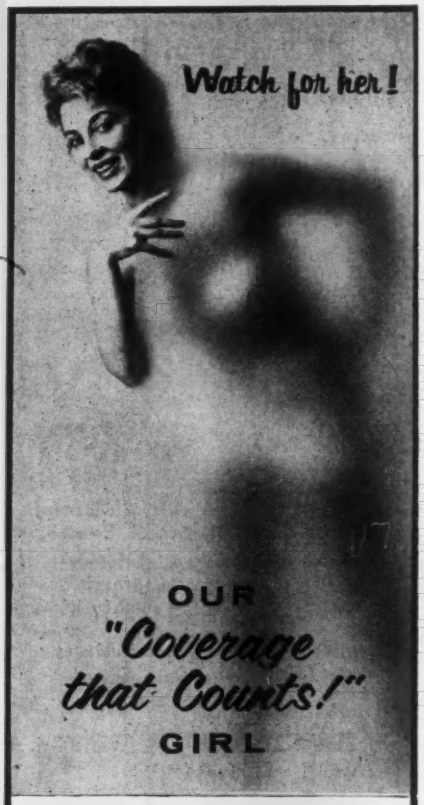
J. DONALD HOWE, formerly with Hearst Adv. Service, N.Y., appointed WBAL-TV Baltimore local sales manager. Mr. Howe received appointment as WBAL-TV account executive earlier this year.

LEWIS P. JOHNSON, formerly general sales manager of WVUE (TV) Wilmington, Del., appointed sales manager of WRCV Philadelphia.

JOHN M. GRUBBS, in WBZ Boston program depart-

THE POWERFUL HAND
in Pennsylvania's 3rd market
WNEP-TV Ch. 16 Scranton
WILK-TV Ch. 34 Wilkes-Barre
• best possible coverage of the nearly 2,000,000 people in the prosperous Scranton–Wilkes-Barre trading area
• combined operation with identical programming–ABC-TV basic affiliates
call Avery-Knodel for availabilities
Symbol of Service
TTC TRANSCONTINENT TELEVISION CORPORATION
WROC-TV, Rochester • WGR, WGR-TV, Buffalo • WSVA, WSVA-TV, Harrisonburg • WNEP-TV, Scranton • WILK-TV, Wilkes-Barre

Programmed
for the housewife
... the buyer
for the family
WISH
Indianapolis
CBS Represented by Bolling
A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis



WJIM-TV
covering
Lansing - Flint - Jackson for CBS

WSLS · TV
the highest rated
ROANOKE, VA.
station in
WSLS · TV
VIRGINIA'S
ROANOKE, VA.
biggest television
WSLS · TV
market . . .
ROANOKE, VA.
MORE TV HOMES!
WSLS · TV
MORE PEOPLE!
ROANOKE, VA.

PEOPLE CONTINUED

ment for two years, to executive producer of WBZ-WBZA Boston-Springfield *Program PM* series.

MR. TURNER

RAY TURNER, former creative director for Atlantic National Adv., N.Y., named WTAR Norfolk, Va., station manager. Mr. Turner was previously with WTAR for eight years, rising from position of staff announcer to radio sales service manager.

HERB WIXSON, formerly part owner and general manager of KGEE Bakersfield, Calif., appointed KSB San Diego v.p. in charge of sales.

BILL CHRISTENSEN, formerly with All American Markets, L.A., joins KTTV (TV) Los Angeles in merchandising-promotion department as field merchandising representative. **GERRY VELONA,** with KTTV since 1955, promoted to assistant to sales service manager.

MRS. ARMOLD

RUTH B. ARMOLD, with WEWS Cleveland since 1953, appointed assistant to general manager, **JAMES C. HANRAHAN.** Mrs. Armold, who served as secretary to general manager of WNBK Cleveland (now KYW), will also assist **DON PERRIS,** WEWS assistant general manager.

NEWT DEITER, formerly with KCOP (TV), KHJ-TV and KFWB, all Los Angeles, appointed KRKD Los Angeles director of combined merchandising, promotion and publicity departments.

PAUL A. McGUIRE, formerly account executive with WABD (TV) New York, to sales account executive for WABC-TV New York, effective immediately.

DON EVERS, previously with WMTV (TV) Madison, Wis., in sales department, to KFMB San Diego, Calif., as account executive.

KIRK ZUMWALT, formerly account executive with KDAY Santa Monica, Calif., joins KHSL Chico, Calif., in similar capacity.

HERBERT M. HUMPIDGE, former commercial manager of WSAV Savannah, Ga., joins KMOX-TV St. Louis as account executive.

TOM BLOSL, formerly with Botsford, Constantine & Gardner, Seattle, Wash., named KIRO-TV Seattle account executive.

PAUL STACKE appointed WLOL-AM-FM Minneapolis-St. Paul promotion manager. Mr. Stacke also has weekend show on Saturday and Sunday nights. **VERN STEVENSON** joins WLOL-AM-FM as d.j.

FRANK ANDREWS, announcer for WGTL Kannapolis, N.C., joins WSTP Salisbury, N.C., as local sales representative. Other WSTP appointments: **LARRY LAMBETH,** announcer WPET Greensboro, N.C., to announcer, and **SYLVIA WISEMAN,** sales promotion, WIS Columbia, S.C., to traffic and continuity director.

JACK POTTS, formerly sales manager of WCTC New Brunswick, N.J., to WOV New York, as sales representative.

SUZY GERBER, formerly with KPHO-TV Phoenix, Ariz., joins KPHO continuity department.

CHARLES D. WALKER, formerly with KHJ-TV Los Angeles, and KQED (TV) San Francisco, named director of guest relations for KTLA (TV) Los Angeles.

EDMONDE HADDAD leaves job at KNX Los Angeles and CBS Radio Pacific Network News Bureau as editorial assistant to travel to New York in preparation for one year's study at Columbia U. under CBS News and Public Affairs Fellowship which he won in competition last year.

DON MacKINNON, KABC Los Angeles d.j., rejoins KIOA Des Moines, Iowa, in similar capacity.

TONY PARKER, formerly sports director of WTVH-AM-TV Peoria and WTVP (TV) Decatur, both Illinois, adds duties of featured sportscaster for KMSP-TV Minneapolis-St. Paul to those of chief announcer.

REPRESENTATIVES

ROBERT A. LAZAR, formerly manager of WBEE Harvey, Ill., appointed general manager of Chicago-midwest sales div. of Forjoe & Co.

JACK HASKELL, tv account executive in N.Y. office of Peters, Griffin, Woodward, station representative, promoted today (Aug. 18) to tv sales manager of PGW's Los Angeles office. Mr. Haskell, who joined station representative in 1955, formerly was associated in sales capacities with KTTV (TV) Los Angeles and CBS in Washington, D.C.

CHARLES DUNBAR, formerly general sales manager of WERE Cleveland and on CBS Spot Sales sales staff, to Chicago office of John Blair & Co. as account executive.

RANDY GOETZE, formerly sales manager of WJAR Providence, R.I., to Boston sales staff of Kettell-Carter Inc., station representative.

PROGRAM SERVICES

ROBERT SACKMAN, v.p. and general manager of Ampex Corp., Redwood City, Calif., named to board of directors of ORRadio Industries Inc., Opelika, Ala. ORRadio is manufacturer of magnetic recording tape while Ampex makes magnetic recording equipment. Two companies recently merged with Ampex acquiring 27% interest in Alabama firm.

CLAIRE DEGENER, formerly agent in play department of Music Corp. of America, to Curtis Brown Ltd., London and New York authors' representative, as head of plays, movies and television.

SEYMOUR (SY) FREEDMAN, formerly with Michael Todd in publicity and promotion, returns to Romper Room Inc., Baltimore, as director of public relations.

PROFESSIONAL SERVICES

MR. VOGEL

GEORGE VOGEL, formerly executive v.p. of MBS, to Spotlight Promotions, New York merchandising and sales promotion firm, as managing director.

GORDON KOHLER, with A. C. Nielsen Co. since 1945, appointed assistant to manager of broadcast division [AT DEADLINE, Aug. 11]. Mr. Kohler joined Nielsen as eastern field representative and was promoted to manager of Nielsen Radio Index checking department. His responsibilities were later expanded to include similar functions for tv and station indexes.

DR. HORACE S. (PETE) CRAIG, formerly with Joint Chiefs of Staff, U.S. Dept. of Defense, to Communications Counselors Inc., New York, as executive assistant to executive v.p. **ROBERT L. ZIMMERMAN,** formerly Chicago regional representative for Dudley-Anderson-Yutzy, to CC Chicago office as manager.

ERNEST W. JACKSON JR., formerly city sales division manager for Steck Co., Austin, Tex., joins Audioland USA there as personnel manager.

RENE MERLANDER, public relations department, Stromberger, LaVene, McKenzie, L.A., joins public relations firm of Harshe-Rotman there today (Aug. 18).

MANUFACTURING

ROBERT A. BAILEY, formerly marketing manager for data systems division and western division of Norden-Ketay Corp., Stamford, Conn., to industrial productions division of IT&T, San Fernando, Calif., as director of marketing.

RICHARD H. GRIEBEL, previously director of manufacturing for Farnsworth Electronics Co., Fort Wayne, Ind., appointed staff assistant to manager of manufacturing for Raytheon Manufacturing Co., Waltham, Mass., in government equipment division. Mr. Griebel will be responsible for administration of Raytheon's new plant at North Dighton, Mass.

INTERNATIONAL

WILLARD F. KING, account executive of CKFH Toronto, Ont., to sales representative of Canadian Broadcasting Corp., Toronto.

BOB AIKEN, formerly on sales staff of CFRB and CKEY, both Toronto, Ont., joins CJMS Montreal, Que., in sales department.

Station Authorizations, Applications

As Compiled by BROADCASTING

Aug. 7 through Aug. 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

Fresno, Calif.—Ronald and **Karl Reichert** and **Harold Gann,** ch. 53 (704-710 mc); ERP 5.28 kw vis., 2.91 kw aur.; ant. height above average terrain 247 ft., above ground 250 ft. Estimated construction cost $38,400, first year operating cost $71,400, revenue $132,000. P. O. address 3093 North 99, Fresno. Studio-trans. location, Fresno Geographic coordinates 36° 46′ 47″ N. Lat., 119° 50′ 45″ W. Long. Trans.-ant., RCA. Consulting engineer Elbert Dean, Fresno. Motel-owning Reichert brothers and KARM Fresno announcer Gann are one-third owners. Announced Aug. 7.

Existing Tv Stations

APPLICATION

KHAD-TV Laredo, Tex.—Mod. of cp (as modified which authorized new commercial television broadcast station) to change corporate name to Southwestern Operating Company. Announced Aug. 13.

CALL LETTERS ASSIGNED

KREY-TV Montrose, Colo.—Western Slope Bcstg. Co., ch. 10. Changed from KFXJ-TV.

WRDG-TV Cheboygan, Mich.—Midwestern Bcstg. Co., ch. 4.

WIRN Ironwood, Mich.—Lake Superior Bcstg. Co., ch. 12. Changed from WJMS-TV.

KEYC-TV Mankato, Minn.—Two-States Tv Co., ch. 12. Changed from KMNF-TV.

WSTE Fajardo, P. R.—Continental Bcstg. Corp., ch. 13.

New Am Stations

APPLICATIONS

Nome, Alaska—Arctic Bcstg. Assn., 850 kc, 5 kw unl. P. O. address 5101 N. Francisco Ave., Chicago. Estimated construction cost $43,450, first year operating cost $25,000, revenue $25,000. Parent organization of applicant is non-profit **Evangelical Mission Covenant Church of America.** Announced Aug. 13.

Anaheim, Calif.—Orange County Bcstrs., 1250 kc, 1 kw D. P. O. address 637 E. Chapman, Orange, Calif. Estimated construction cost $44,293, first year operating cost $41,085, revenue $60,000. **David Evans** of Diners' Club and **Donald Wilson** of U. S. Rubber each own one-third. Announced Aug. 8.

Ukiah, Calif.—Jack and **Alyce Powell,** 1250 kc, 500 w D. P. O. address 2103 Waverly St., Napa, Calif. Estimated construction cost $15,935, first year operating cost $60,000, revenue $70,000. Mr. and Mrs. Powell, equal partners, own KVON Napa, Calif. Announced Aug. 8.

Albany, Ga.—Radio Albany, 1050 kc, 1 kw D. P. O. address 2646 Cheshire Bridge Rd., NE, Atlanta, Ga. Estimated construction cost $12,200, first year operating cost $36,000, revenue $42,000. Equal partners are **Thomas Maxwell** (owner, WIBB Macon, Ga.), and **Ben Akerman** (manager, WGST Atlanta). Announced Aug. 8.

Lafayette, La.—General Communications Inc., 1520 kc, 1 kw D. P. O. address 212 Jefferson St., Lafayette. Estimated construction cost $60,000, first year operating cost $160,000, revenue $75,000. Owners are **Paul Kurzweg Jr.** (50%), **Edward Wilson** (25%) and others. Former is physician; latter owns one-third of WPON Pontiac, Mich. Announced Aug. 8.

Presque Isle, Me.—Presque Isle Radio Co., 1390 kc, 5 kw unl. P. O. address 31 Dudley St., Presque Isle. Estimated construction cost $24,950, first year operating cost $65,000, revenue $96,000. **Edward Perrier,** publisher, is owner. Announced Aug. 8.

Winchester, Va.—John Greene Jr., 610 kc, 500 w D. P. O. address Box 515, Durham, N. C. Estimated construction cost $26,500, first year operating cost $36,000, revenue $48,000. Sole owner Greene is in phonograph records and music publishing. Announced Aug. 8.

Wheatland, Wyo.—Kowboy Bcstg. Co., 1340 kc, 250 w unl. P. O. address Box 972, Laramie, Wyo. Estimated construction cost $6,650, first year operating cost $24,000, revenue $36,000. Owners are **John C. Hunter** (60%) and others. Mr. Hunter's broadcast interests: WCMP Pine City, Minn. (58%); KOWB Laramie (60%), and KYSN Colorado Springs, Colo. (33⅓%). Announced Aug. 12.

Existing Am Stations

APPLICATIONS

WILM Wilmington, Del.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver Sec. 3.28 (c) of rules.) Announced Aug. 11.

WCMW Canton, Ohio—Cp to increase power from 1 kw to 10 kw; make changes in ant. (decrease height), install directional ant. daytime and new trans. Announced Aug. 13.

KURY Brookings, Ore.—Cp to increase power from 500 w to 1 kw; make changes in ant. (increase height) and ground systems; install new trans. Announced Aug. 13.

WRAW Reading, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Announced Aug. 12.

KAPA Raymond, Wash.—Mod. of license to change hours of operation from unl. to specified hours Monday thru Saturday: 6:30 a.m. to 6:30 p.m. and Sunday 8:00 a.m. to 6:30 p.m. Announced Aug. 8.

KOWB Laramie, Wyo.—Cp to change frequency from 1340 kc to 1290 kc; change power from 250 w unl to 1 kw, 5 kw—local sunset; change ant., trans. and studio location and install directional ant. night and day (DA-2) and new trans. Announced Aug. 12.

CALL LETTERS ASSIGNED

WENN Bessemer, Ala.—Bessemer Bcstg. Co., 1450 kc. Changed from WBCO.

KHOW Denver, Colo.—Western Bcstg. Enterprises Inc., 630 kc. Changed from KVOD.

WROP Lake City, Fla.—Gator Bcstg. Co., 1390 kc.

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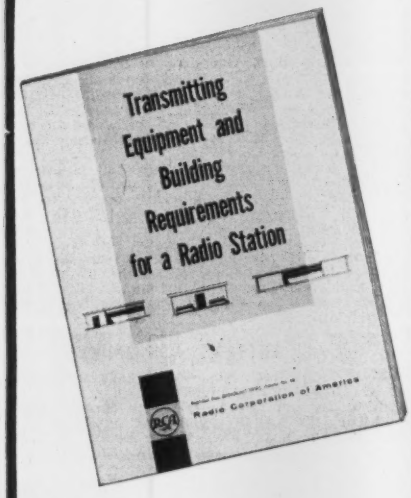

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WRIM Pahokee, Fla.—Garden of the Glades Co., 1250 kc.
WHBK Blakely, Ga.—Radio Blakely, 1260 kc.
WYTH Madison, Ga.—Madison Bcstg. Co., 1250 kc. Changed from WMGE.
KTOC Jonesboro, La.—Jackson Parish Bcstrs., 920 kc.
WABW Annapolis, Md.—WASL Bcstg. Co. Changed from WIPA.
KLFD Litchfield, Minn.—Meeker County Radio, 1410 kc.
WELZ Belzoni, Miss.—Humphreys County Bcstg. Co., 800 kc.

Existing Fm Stations

CALL LETTERS ASSIGNED

WJMW-FM Athens, Ala.—Athens Bcstg. Co., 104.3 mc.
*KNFP Arlington, Calif.—La Sierra College Bcstg. Co., 91.1 mc.
*KCMI Los Angeles, Calif.—Immaculate Heart College, 88.5 mc.
KAPP Redondo Beach, Calif.—South Bay Bcstg. Co., 93.5 mc.
KMUZ Santa Barbara, Calif.—Tri-Counties Bcstg. Co., 99.9 mc.

Ownership Changes

APPLICATIONS

KPAP Redding, Calif.—Seeks assignment of license from **Philip Jackson** to **High Fidelity Stations Inc.** for $41,000. New owners are **P. Dalporto** (50%) and **Victor Milnes** (25%), both of whom have service station interests, and insurance man **C. E. Chamberlain** (25%). Announced Aug. 7.

WBLJ Dalton, Ga.—Seeks transfer of control (100%) of licensee **(Dalton Bcstg. Corp.)** from **H. C. Kenemer** to **L. C. McCall** for $65,000. Mr. McCall is consulting engineer. Announced Aug. 8.

WCRY Macon, Ga.—Seeks assigment of license from **William H. Loudermilk** to **W. H. Keller Jr.** for $27,500. New owner Keller is majority stockholder, WGOV Valdosta, Ga. Announced Aug. 13.

WSRS-AM-FM Cleveland Heights, Ohio—Seeks transfer of control (100%) of licensee **(WSRS Inc.)** from **S. R. Sague** and **George Bickford** to **Shawn Bcstg. Corp.** for $352,000. **John Kluge,** to be 74% owner, has following broadcast interests: sole ownership of WGAY Silver Spring, Md., and KNOK Ft. Worth, Tex.; 90% of WINE-AM-FM Kenmore, N. Y.; majority ownership of WEEP Pittsburgh, Pa., and WKDA Nashville, Tenn., and 37% of WLOF-TV Orlando, Fla. Announced Aug. 8.

WTCW Whitesburg, Ky., and **WHBT Harriman, Tenn.**—Seek acquisition of negative control of licensee **(Folkways Bcstg. Co.)** by **Clarence (Hank) Snow** (50%) as individual and **Charles E. Mosley** (5%) and **Ernest Tubb** (45%) in privity, through purchase of 40% from William R. McDaniel for $24,000. Announced Aug. 13.

WNLA Indianola, Miss.—Seeks transfer of control of licensee **(Central Delta Bcstg. Co.)** from **W. L. Kent** and **John M. McLendon** to **W. R.** and **Gertrude Landman** (each 50%) for $42,500. Mr. Landman is service station owner. Announced Aug. 12.

KQUE Albuquerque, N. M.—Seeks transfer of control of licensee **(KQUE Corp.)** from **Edgar Pechacek** et al. to **Dandy Bcstg. Corp. (Merritt Owens, Robert E. Sharon, Kenneth R. Greenwood** and **Lee Vaughn,** one-fourth owners) for $284,700. Advertising man Owens owns 25% of WPEO Peoria, Ill. Mr. Sharon, who is to be both v.p. and general manager of KQUE, owns 25% of WPEO. Mr. Greenwood also owns 25% of WPEO. Mr. Vaughn, attorney, has small interest in WPEO. Announced Aug. 12.

WCLW Mansfield, Ohio—Seeks assignment of license from **Frederick Eckardt** to **Mansfield Journal Co.** owned by estate of Samuel A. Horvitz, for $45,000. Announced Aug. 7.

WOIC Columbia and **WPAL Charleston,** both **South Carolina**—Seek acquisition of positive control of licensee **(Speidel-Fisher Bcstg. Corp.)** through purchase of 50% by **Joe Speidel III** from **Albert Fisher Jr.** for $90,000. Mr. Speidel previously owned 50% of these stations and also owns 20% of WWBD Bamberg, S. C. Announced Aug. 12.

WZYX Cowan, Tenn.—Seeks assignment of license from **Cumberland Bcstg. Co. (Arthur D. Smith Jr., James P. Spencer** and **Frank Pearson Jr.)** to **Guidon Bcstg. Co.** for $35,000. Purchaser is **Michael R. Freeland,** sole owner of WFWL Camden and 25% owner of WMCP Columbia, both Tennessee. Announced Aug. 13.

WHBT Harriman, Tenn.—See Whitesburg, Ky., above.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications of **Pompano Beach Bcstg. Corp.,** for new am station to operate on 980 kc, 1 kw DA, D, in **Pompano Beach, Fla.,** and **Louis G. Jacobs** for new am station to operate on 990 kc, 5 kw DA, unl., in **Miami-South Miami, Fla.;** engineering conditions. Announced Aug. 13.

Hearing Examiner Charles J. Frederick issued initial decision looking toward grant of application of **Brown Telecasters Inc.,** for cp for new tv station to operate on ch. 12 in **Beaumont, Tex.,** and denial of competing applications of **KPBX Bcstg. Co.,** and **Television Bcstrs. Inc. Beaumont.** Announced Aug. 11.

Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **Sherrill C. Corwin** for cp for new tv station to operate on ch. 34 in **Los Angeles, Calif.,** and denial of competing application of **Frederick J. Bassett** and **William E. Sullivan** (partners), d/b as **K-UHF (TV), Los Angeles.** Announced Aug. 7.

Routine Roundup

ACTIONS ON MOTIONS

Commission on August 11 granted petition by **Sacramento Telecasters Inc.** (KBET-TV), **Sacramento, Calif.,** and **Golden Empire Bcstg. Co.** (KHSL-TV), **Chico, Calif.,** for extension of time to Sept. 10 for filing oppositions and responses to July 11, 1958, "further modification of petition for rule making", involving Sacramento, by **Irving J. Schwartz, William Steven George,** and **John Matranga,** d/b as **Capitol Radio Enterprises.**

Commission on Aug. 5 granted requests for correction of transcript in matter of Study of Radio and Television Network Broadcasting filed by **CBS** television affiliates; stations represented by **CBS Spot Sales,** other than CBS owned and operated stations; **Meredith Publishing Company; National Broadcasting Co.; Edward Petry & Co.; Corinthian Bcstg. Corp.,** and commission counsel.

By Hearing Examiner Charles J. Frederick on dates shown

Scheduled prehearing conference for Sept. 16 in re application of **Newark Bcstg. Corp.,** Newark, N. J., and **WMGM Bcstg. Corp., New York, N. Y.,** for new fm stations. Action Aug. 11.

Scheduled prehearing conference for Sept. 23 in proceeding on am application of **Sanford L. Hirschberg** and **Gerald R. McGuire, Cohoes-Watervliet, N. Y.** Action Aug. 12.

By Hearing Examiner Herbert Sharfman on Aug. 12

Granted request of **Star Bcstg. Corp.,** for extension of time from Aug. 18 to Sept. 2 for filing initial proposed findings of fact and conclusions, and for filing replies from Aug. 28 to Sept. 12 in

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SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Aug. 13

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,028	67	109	565
FM	524	29	99	63
TV (Commercial)	415[1]	93[2]	116	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Aug. 13

	VHF	UHF	TOTAL
COMMERCIAL	425	83	508[3]
NON-COMMERCIAL	26	7	33[4]

COMMERCIAL STATION BOXSCORE

As Reported by FCC through July 31

	AM	FM	TV
LICENSED (all on air)	3,235	530	422[1]
CPs ON AIR (new stations)	36	22	92[2]
CPs NOT ON AIR (new stations)	105	93	114
TOTAL AUTHORIZED STATIONS	3,376	645	667
APPLICATIONS FOR NEW STATIONS (not in hearing)	412	36	47
APPLICATIONS FOR NEW STATIONS (in hearing)	109	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	521	66	105
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	311	19	35
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	352	19	51
LICENSES DELETED	0	2	1
CPs DELETED	2	0	3

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

proceeding on Star's am application and that of **Historyland Radio**, both **Fredericksburg, Va.**

By Commissioner Robert E. Lee on the dates shown

Granted requests for change in date to file oppositions to motion to enlarge issues filed by **Illiway Television Inc.**, and **Public Service Bcstg. Co.**, and request by **Tele-Views News Co.**, for extension of time to file oppositions to motion to enlarge issues and supplement thereto, in **Davenport, Iowa-Moline, Ill.**, tv ch. 8 proceeding, to extent that time to file oppositions to motion to enlarge issues is extended to Aug. 27. Action Aug. 6.

Granted petition by **KEED Inc.**, for extension of time to Aug. 21 to file opposition to motion by **Liberty Television Inc.**, to enlarge issues in **Eugene, Ore.**, tv ch. 9 proceeding. Action Aug. 7.

Granted petition by **Southeastern Indiana Bcstrs. Inc., Jeffersonville, Ind.**, for extension of time to Sept. 12 to file exceptions to initial decision in proceeding on its am application and that of **Northside Bcstg. Co., Jeffersonville.** Action Aug. 7.

By Hearing Examiner Elizabeth C. Smith on Aug. 6

Scheduled prehearing conference for Sept. 15 in **Farmington, N. M.**, ch. 12 proceeding (**Farmington Bcstg. Co.**, and **Four Corners Bcstg. Co.**). Scheduled a prehearing conference for Sept. 22 and continued hearing now scheduled for Sept. 2 to a date to be determined at prehearing conference in proceeding on am applications of **Unicoi Bcstg. Co.** (WEMB), **Erwin, Tenn.**, and **Mace, Groves and Mace, South Gastonia, N. C.**

By Hearing Examiner Basil P. Cooper on Aug. 6

Commission by memorandum opinion and order adopted June 25 directed **Armin H. Wittenberg** to amend his application for new fm station at **Los Angeles, Calif.**; the amendment is received.

By Chief Hearing Examiner James D. Cunningham on Aug. 1

Scheduled hearings on dates indicated in following proceedings: fm application of **South Bay Bcstg. Co. (KAPP) Redondo Beach, Calif.**, on Sept. 23; in matter of assignment of call letters **KOFY** to **Intercontinental Bcstg. Corp.** for its standard broadcast station at **San Mateo, Calif.**, on Oct. 8; fm applications of **Santa Monica Bcstg. Co., Santa Monica, Calif., Harold Lampel, Garden Grove, Calif.**, on Oct. 22; am applications of **Donner Bcstg. Co., Truckee Bcstrs., Truckee, Calif.**, and **Lakeside Bcstrs., Sparks, Nev.**, on Oct. 24; **Berkshire Bcstg. Co.** (WSBS), **Great Barrington, Mass., Naugatuck Valley Service Inc., Naugatuck, Conn., Norman O. Protsman, Valdosta, Ga.**, on Oct. 29; **Sanford L. Hirschberg** and **Gerald R. McGuire, Cohoes-Watervliet, N. Y.**, on Oct. 31.

By Hearing Examiner H. Gifford Irion on Aug. 4

Granted petition by Broadcast Bureau to accept proposed findings and conclusions in absence of transcript in proceeding on am application of **Austin Radio Co., Austin, Tex.**, and **Austin Radio Company's** "petition for action" is dismissed as moot.

By Hearing Examiner J. D. Bond on Aug. 7

Granted petition by **Peninsula Bcstg. Corp.** (WVEC-TV), **Hampton, Va.**, for leave to amend its application in the **Hampton-Norfolk, Va.**, ch. 13 proceeding, to make part of petitioner's application information about merger arrangements.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Aug. 8

WAVE Louisville, Ky.—Granted mod. of license to operate main trans. by remote control, using DA-1; conditions.

WPTR Albany, N. Y.—Granted mod. of license to change studio location to 1820 Central Ave., Colonie, N. Y.; waived Sect. 3.30(a) of rules.

WSEV Sevierville, Tenn.—Granted cp to make changes in ant. system.

WFMQ (FM) Chicago, Ill.—Granted mod. of cp to decrease ERP to 11 kw; increase ant. height to 560 ft.; and change type trans. and ant-trans. location.

WKIC Hazard, Ky.—Granted mod. of cp to change ant.-trans. location and side mount fm ant.

KPAM Portland, Ore.—Granted mod. of cp to change type trans.; condition.

WCVP Murphy, N. C.—Granted mod. of cp to change type trans. and studio location; remote control permitted.

WRFM (FM) New York, N. Y.—Granted mod. of SCA for changes in equipment.

The following stations were granted extensions of completion dates as shown. WTUP Tupelo, Miss., to 1-20-59; KLUU Toledo, Ore., to 12-31; KBRO Bremerton, Wash., to 11-21; KRPM (FM) San Jose, Calif., to 10-31 and KLIR-FM Denver, Colo., to 11-18.

WKAR East Lansing, Mich.—Granted authority to remain silent Aug. 31 and Sept. 1; reason—holiday policy.

WLBA Gainesville, Ga.—Remote control permitted.

Actions of Aug. 7

WGRM Greenwood, Miss.—Granted cp to install new type trans.

WSIC Statesville, N. C.—Granted cp to install new type trans.

WKTS Brooksville, Fla.—Granted cp to install new type trans. and change studio location; remote control permitted.

KXXX Colby, Kan.—Granted cp to install new trans. as aux. trans. at present main trans. site.

KCMO Kansas City, Mo.—Granted cp to install new trans. at present main trans. site as aux.

Continues on page 107

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Openings for manager, salesmen, announcers and engineer at new 5 kw radio station in Johnson City, Tenn. Address P. O. Box 53, Jonesboro, Tenn.

Management

Owner of profitable fulltime indie single station southwest agricultural market wants to relax. Needs responsible man capable all phases including sales. Choose your own title; all owner wants is results. Substantial guarantee plus percent gross will exceed 10,000. Town is 20,000; 30-mile radius 100,000. Personal interview required. Send complete details first letter. Box 538F, BROADCASTING.

Sales

Opportunity radio salesman. Salary plus commission. Good market. ABC Texas station. Box 403F, BROADCASTING.

Aggressive. Midwest. Kilowatt. Small rich market. Box 489F, BROADCASTING.

A real challenge to a man with experience in radio advertising sales. We are a red hot top-forty, offering commission of 15% with a small weekly draw to get you started. This area has doubled since '48 and is expected to do the same again. If you want a station to grow with this is it, and it's in Florida. Reply to Box 532F, BROADCASTING.

Salesman, experienced. Salary plus commission. Car necessary. Established accounts lots of potential. KCHA, Charles City, Iowa.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Immediate opening for salesman who can also call football and basketball play-by-play. $75.00 weekly salary plus sales commission. Single station market, 23 years a fulltime independent. Send play-by-play tape and full details. KOCA, Kilgore, Texas.

Successful salesman for position as sales manager. Commission plus percentage of profits. State current billing and earnings. WHTG, Asbury Park, N. J.

Announcers

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Negro dj—southerner only—religious or **R&B**—America's highest audience rated negro group. Picture, tape, letter Box 903E, BROADCASTING.

Move up. Seasoned staff announcer wanted in September. News gathering and writing ability important but not primary duty at present. No top 40 deejay types. Northern Illinois kilowatt independent. Write age, education, marital status, experience in detail. Personal interview required. Box 187F, BROADCASTING.

Girl, experienced staff announcer, Pauline Frederick voice quality and diction. Apply NBC Intermountain station, Box 331F, BROADCASTING.

Announcer-first phone—a wonderful opportunity for a young man looking for a good starting salary, plus permanent location—5000 watt South Georgia station. Box 345F, BROADCASTING.

Wisconsin lakeshore daytimer desires 1st ticket announcers. Box 351F, BROADCASTING.

Metropolitan midwest radio station looking for versatile radio announcers. Prefer family men who accept responsibility. Excellent salary and company benefits. No specialists. Do own board work. Send resume, tape, recent photo to Program Manager, Box 397F, BROADCASTING.

Desire football announcer plus staff duties. Tell all. Texas station. Box 402F, BROADCASTING.

Staff announcer wanted for "modern radio" network affiliate in Michigan. Immediate opening, good employe benefits and working conditions. Starting salary $80.00 weekly. Must enjoy music shows and staff work, very little news and sports. Send full information first letter, no tapes. Personal interview will be required before job is filled. Write Box 415F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Top, independent radio station seeking number one disc jockey personalities. Now accepting audition tapes. Include resume and recent photo. Box 451F, BROADCASTING.

Wanted: Versatile, intelligent man with knowledge of music, other than top forty tunes. Solid NBC am-tv operation wanting man to grow with us. Box 453F, BROADCASTING.

Music-news operation, Texas-New Mexico area needs hot jockey, program director. Send photo, tape, resume. Box 465F, BROADCASTING.

Fast pace production dj for formula operation. Medium sized midwest market. Send tape, resume, picture, salary and references. Box 468F, BROADCASTING.

Newsman—First phone for top-rated midwest station to start September 1, 1958. Duties are devoted exclusively to news. Need resume, tape and photo at once. Box 470F, BROADCASTING.

Opening September 15 for stable experienced staff announcer, morning shift. Dignified news, friendly commercials. No characters or funny men. Small market northern South Carolina. Box 472F, BROADCASTING.

50,000 watt CBS station needs personality now to spin country records and do staff work. Should have experience and good recommendations. Send photo, resume and tape showing versatility. Salary commensurate with ability. Box 480F, BROADCASTING.

First phone. Mid-west. Daytime. Ability precedes experience. Box 487F, BROADCASTING.

Engineer-announcer. Iowa. Good music. No experience necessary. Box 488F, BROADCASTING.

Leading eastern independent contemplating girl disc jockey. Must be experienced. Now accepting audition tapes. Include resume and recent photo. Box 509F, BROADCASTING.

Experienced announcer. A man who considers news and commercials as important as music. No beginners please. Box 520F, BROADCASTING.

Somebody else is taking my place. No maintenance. Situated Seattle. Box 530F, BROADCASTING.

Uncle Sam is creating vacancy. Need staff man for fulltime single station fast-paced music and news. Southwest town of 20,000 fifty miles from major market. This is permanent job in established station. Will consider 1st phone beginner. Needed by September 15th. Box 539F, BROADCASTING.

Need announcer with 2 years experience for staff of metropolitan area station. Good salary and conditions, an excellent chance of advancement within our expanding chain. Send tape, photo, resume and references. Box 547F, BROADCASTING.

Good music station requires full time experienced announcer with extensive classical music, fine arts and language background. Send resume and audition tape. Box 560F, BROADCASTING.

Good announcing job open immediately on progressive live-wire music station. Sales, too, if desired. Box 562F, BROADCASTING.

Wanted, competent announcer with first class ticket. Good pay and working conditions, 25 miles from Glacier National Park in America's most beautiful recreation area. Write Dick Vick, KGEZ, Kalispell, Montana.

Stale mate? Write your own salary as salesman-announcer. Guaranteed $400 start. You keep talent sales fifteen percent. Rush tape, photo, background KPRK, Livingston, Montana.

Immediate opening for top flight personality type announcer. Rush experience, tape, photo, proof of performance to Bill Frosch. WISH, Indianapolis, Indiana.

RADIO

Help Wanted—(Cont'd)

Announcers

Near Cleveland, need versatile announcer for personal appearances adult and teen dj shows, news. Must have two years commercial experience. Excellent opportunity, salary open. Personal audition necessary. Send tape with news spots and ad lib, or phone for appointment. WPVL, Painesville, Ohio.

Technical

Chief engineer for brand new directional daytimer in Pittsburgh area one of growing chain. All new equipment with excellent layout. Excellent salary and working conditions. No announcing required. Personal interview necessary. Box 180F, BROADCASTING.

Combo man-1st class ticket with some announcing. Immediate opening. Box 493F, BROADCASTING.

Leading eastern independent seeking first class engineer capable of assuming complete responsibility of chief and minimum of air work. Send resume, tape and recent photo. Box 510F, BROADCASTING.

Chief engineer to maintain 250 w Virginia am using remote control. Announcing ability preferred but not necessary. Send complete background information with references, etc. This is an immediate and permanent opening for the right man. Box 525F, BROADCASTING.

Wonderful opportunity for a good combo man who is a good engineer with first class ticket, who has a good voice who would like to move into tv. Make a good living with a permanent job, then send resume, pic and tape to Chief Engineer, KCKT-KGLD, Great Bend, Kansas. No drunks or drifters.

Chief engineer, announcing desirable. Good wages and working conditions, remote control. Give full resume in first letter. KXGI, Fort Madison, Iowa.

For chief engineer, we want family man who enjoys small town life, who wants his children to go to fine uncrowded schools . . . who wants to live in pleasant Pennsylvania college town and work for prestige organization. Some announcing desirable, not essential. 250 w am plus fm. Not a big station, but a lot of awfully nice people with which to make a permanent home. Write or wire full details, photo, present earnings to Suite 1428, 30 Rockefeller Plaza, New York 20.

Studio engineer, recording control room experience with live music and dramatic productions. Thorough technical background. Contact Ernest W. Merker, Chief Engineer, Recorded Publications Laboratories, Camden 5, New Jersey.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

Production director modern radio. Top indie, top ten market. Storz, Bartell, Plough, McLendon, or similar experience required. Fantastic opportunity. Rush tape. Box 114F, BROADCASTING.

$6000 per year for news director with know how to do a complete job. Established news minded station will provide the working tools, you provide the knowledge and interest. Full details to Box 318F, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading, north central regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 515F, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Aggressive news director network station in major southeastern market. Good salary plus percentage of local news revenue. References, experience first letter. Write Box 540F, BROADCASTING.

News: Excellent opportunity for aggressive, experienced newscaster, reporter and editor. Number-1 rated station, with live, 24 hour, local news operation, using mobile units, tapes, etc. Salary commensurate with experience and ability. Confidential. Send full information, including when available, salary expected, small photo and audition tape, to Roger G. Berk, V.P., WAKR, Akron 20, Ohio.

Copywriter, traffic girl wanted. WEZY, Cocoa, Florida, permanent. Strong on copy. Submit sample, photo, experience. Wanted now!

Newsman. Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

Wanted. Woman copy-news writer. Limited air work. Midwest day-timer. Well established, community of 25,000. Send tape and resume to R. K. Baker, WLDS, Jacksonville, Illinois.

Situations Wanted

Management

Management, operations, revenue expansion. Will consider special assignments. Thirty years experience. Box 329F, BROADCASTING.

Have $3,000 to invest in a new or old station and take over management. Employed, 10 years experience in all phases of radio. North Carolina, South Carolina or Virginia preferred. Married, top references. Box 475F, BROADCASTING.

General manager. TV and radio. Strong on sales. Long record of high volume and net profits. Available first of year, if you like me and I like you. Now employed in million market. Box 486F, BROADCASTING.

Manager or sales-manager—8 years experience all phases of small markets up to 40,000. First phone, experienced announcer and production ability. Married, 28 and sober, preference central Texas. Box 494F, BROADCASTING.

Business manager, who is also a C.P.A., with an excellent background in radio and tv station operations. Strong in all phases of finance, film, talent negotiation, sales service, traffic, etc., as well as excellent sales sense. Best of references. Now in metropolitan market and looking to associate with station or group. Box 498F, BROADCASTING.

Manager of top Florida station looking for bottom California station that wants to get on top. Best references in the business. Medium to major market only. $15,000 year minimum. Must have complete control. Box 513F, BROADCASTING.

Have ability—will travel! Manager, experienced. Present time manager of television vhf operation. Sales minded—locally and nationally—Setting records in present market. Write Box 567F, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 305F, BROADCASTING.

Have guts, will travel—Experienced radio-tv salesman desires position with Wisconsin station in sales, managerial capacity or will travel midwest for film syndicate. Box 499F, BROADCASTING.

DJ and sales. Want some air time, plenty of sales time. Ten years in highly seasonal market doing midnight til dawn show, selling own time as well as daytime. No floater, mature, presentable, good education, pleasant identifiable voice. Creative copy writer. Proven record. Employed. Box 528F, BROADCASTING.

Announcers

Good music station announcer with programming experience, single. 3 years background in this medium. Audition tape, photo and further particulars on request. Box 283F, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 303F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 304F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 313F, BROADCASTING.

Staff announcer-newsman experienced. Currently employed, married, college background. Box 353F, BROADCASTING.

5 years radio. Know music. Want permanency. Presently southeast. Married. Box 386F, BROADCASTING.

Want job as deejay for pops or hillbilly station within 300 miles of Washington, D. C. Teen-ager, H. S. graduate, good voice, no experience of any kind. I learn fast. Box 400F, BROADCASTING.

Have car—will travel to Florida. Recent broadcasting school graduate. Will start bottom, work-up. Ambitious, veteran, single. Available September 1. Box 420F, BROADCASTING.

Third phone, second phone soon; college graduate; perfect Polish and English language; voice and diction; disc jockey, control board operator, news director, strong on news, sales, commercials, polkas. Box 431F, BROADCASTING.

Morning man/engineer. All phases. Eight years experience. Family $100. Box 461F, BROADCASTING.

Top top-40 morning man for a top ten market. We hired a high-rated morning man with a most impressive "top-40" station track record. A change in our programming policy put this talented man in a creative straight-jacket. If you are looking for a zany, loyal, hardworking personality, we will put in a good word for him and he in turn will send you tapes, resume and other supporting documentation. Station Manager, Box 466F, BROADCASTING.

Sincere announcer—Strong on news; tasteful in music. 1 year radio-tv school; 2 years experience; first phone. Currently WBNX, N.Y.C. Available Sept. 15th. Prefer California. Box 474F, BROADCASTING.

Top personality—Television and radio-announcer, disc jockey, actor, newscaster. Seven years in nation's number 4 market. Before that—network staff. Presently employed at the most successful O. & O. stations in the country at $15,000 a year. Looking for comparable offer with further opportunity and guaranteed security. Have a hat-full of proven programs. Box 476F, BROADCASTING.

Experience and imagination! Fellow with good writing background in radio and tv. Nice voice. Prefer metropolitan or Florida market. Excellent reference. Box 478F, BROADCASTING.

Experienced employed "pop" deejay. Newscaster. College. Married. Negro. No accent. Box 479F, BROADCASTING.

Announcer-program director-newscaster-dj. 5½ years radio. Versatile all phases. 2 years tv. 31. 1st phone. Correct and clear pronunciation even on station breaks. California, Nevada, Oregon only. Box 482F, BROADCASTING.

Looking for a little talent? I have as little as anybody. First phone, now in southeast. Bidding starts at $150.00. Box 483F, BROADCASTING.

Fortunate and first-ranked dj looking for position in, or near, Cincinnati. Now with 1 kw indie. Ex-AFRS program director. Married. You name the music, I'll play it and like it. Run own board. Fine sports. Good news. Available September 20. Box 484F, BROADCASTING.

Adult appeal—Variety music—seasoned morning man looking for good morning opening in metropolitan market. Family type gimmicks, bright, peppy. Box 485F, BROADCASTING.

Versatile, experienced announcer available two week's notice. Ohio, northern Kentucky area. Box 495F, BROADCASTING.

Announcer-dj. Six years radio experience, four years at present location. Age 23, smooth, reliable, married, 4F. Available now. Box 496F, BROADCASTING.

South—only. Mature announcer-continuity writer. Nine years experience all phases radio. Age 32. Single. Box 501F, BROADCASTING.

I've got the voice if you have the job. Just discharged from the service and would like to learn the business. Phone HO 2-4300, Ext. 219, Washington, D. C. Box 504F, BROADCASTING.

Midwestern sports announcer, three years experience, also staff and dj background. Presently employed. Will travel. Box 505F, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Beat generation night jockey. Sales enthusiasm only. Presently employed. Box 553F, BROADCASTING.

Staff announcer, deejay. Good commercials. Thoroughly trained. Versatile, all phases. Box 506F, BROADCASTING.

Versatile announcer, single, some experience in production department, can operate board. Complete SRT training. Box 514F, BROADCASTING.

Warm, friendly, relaxed dj 3 years experience. Good on news, interviews. Good voice, desire fair size market with good pay. Box 516F, BROADCASTING.

Announcer, B.A. degree. Radio major, journalism minor. Third class license. Experience on 1 kw. Deejay, news, transmitter engineer. 5A draft status. Family. Box 517F, BROADCASTING.

Sportscaster-staffer. Football, basketball, baseball. Two years commercial experience with 1000 watt daytimer. University of Alabama graduate. Prefer south. Box 519F, BROADCASTING.

Minneapolis, St. Paul area. Two years experience. Married, two children. Currently employed, best references. Box 521F, BROADCASTING.

1st phone. Announcer. 29. Married, 2 children. 5 years experience. Seeking permanency and future. Prefer west. Box 522F, BROADCASTING.

Personality dj, strong news, 26, college degree, veteran, married, mid-Atlantic states, $100 up. Box 523F, BROADCASTING.

Hot 2-man team: Inimitable. Try O'Shea and Rose for laughs. Box 524F, BROADCASTING.

Beginning dj-announcer, personality, board, intelligence, and drive. Radio graduate. Box 527F, BROADCASTING.

Wake-up, listen, to the finest sound in radio's forward look. DJ with proven ability to make or keep audience. Top production, ideas galore. Top 200 markets only. Family. Box 529F, BROADCASTING.

Announcer-dj, excellent news, offers 2½ years experience for good paying job medium or large market. Now employed. References. Prefer sw Penna., but will go anywhere if the price is right. Box 531F, BROADCASTING.

Disc jockey: Family man. Top-rated. Soft-sell, relaxed, friendly ad-lib commercials. Seeking permanence. Future. Box 533F, BROADCASTING.

Announcer-dj; experienced; ready for larger market. Music, news, commercials. Box 541F, BROADCASTING.

Announcer-dj; strong on news, commercials, sales, music. Operate board. Box 542F, BROADCASTING.

News editor-announcer. Excellent experience record. Northeast only. Box 543F, BROADCASTING.

Announcer-dj; also sales, copywriting. News, commercials, music. Operate board. Box 544F, BROADCASTING.

Top-rated morning or afternoon dj. Desires return to metropolitan competitive market. Ten years experience. My product professional. Prefer eastern progressive station. All sports play-by-play, Grade A. Box 545F, BROADCASTING.

Experienced announcer with professional delivery to commercials, disc jockey and news. Box 546F, BROADCASTING.

Presently employed "good morning" man. Sales-showmanship. Box 552F, BROADCASTING.

Announcer/dj/news, college grad. Broadcasting major; veteran; 26. Experienced. Anxious to work in Florida or mid-west. Tape and resume on request. Box 549F, BROADCASTING.

Excellent staff announcer, sports news—exceptional adult dj-television experience—potential program director—age 25, single, midwest area, immediately available. Box 554F, BROADCASTING.

Announcer—two years experience. Returning from Marine maneuvers September first. Vet., 25, married. Prefer midwest. Sharp board operator, likes news. Box 561F, BROADCASTING.

Football-basketball official, good play-by-play experience, desires western Pennsylvania radio-tv connection. Pleasing delivery, accurate descriptions, expert authentic background. Much public speaking. Box 11111, Pittsburgh 37, Pa.

Working pd in network affiliate wants staff or news position larger station. Presently employed dj news feature shows. Can gather and write local news. Nick Alexander, Fairfield, Iowa.

RADIO

Situations Wanted—(Cont'd)

Announcers

Combo operator. Three years experience. Excellent references wants progressive station. Herb Boyer, 2829 Grandview, Sioux City, Iowa.

Announcer-dj. Married, 25, good voice, personality. Wants steady job as announcer in the eastern or southern area. 5 years independent experience. Contact Bob Germain, Colrain, Mass. Tel. National 4-3460.

Announcer, 1st phone. 2 years experience. Prefer west. Rod Mitchell, 575 Bailey Ave., Mt. View, California. Phone YO 7-3615.

Versatile staff man, 6 years experience, announcer, dj chief engineer, first phone, Married. Bob Pearson, 63 East Greenwich Avenue, West Warwick, Rhode Island.

Technical

Ambitious chief engineer, 11 years broadcast experience. All phases am and fm. Not afraid of hard work. Desires chance to prove ability at progressive station. No announcing. Box 460F, BROADCASTING.

First phone engineer, wants more engineering less records. West coast man, low and medium power, directional experience. Glad to announce, no "personality" shows. Box 463F, BROADCASTING.

1st phone operator, 1 year experience, seeks permanent position in New York metropolitan area. Dependable. Married. Box 481F, BROADCASTING.

Need work. Have 1st phone, light broadcast experience. Will travel. Box 518F, BROADCASTING.

1st phone, four years tv radio maintenance experience. Prefer midwest. Box 534F, BROADCASTING.

Young man, draft exempt, some knowhow. Seeking start in radio. Third phone, will travel. Box 535F, BROADCASTING.

Chief engineer—reliable, conscientious, experienced, all phases construction, maintenance, directionals. No announcing. Box 551F. BROADCASTING.

1st phone—south or southwest, 1006 Britt Avenue, Columbus, Georgia. FA. 2-7150.

Production-Programming, Others

Copywriter, trained, male, employed, re-locate. Living wage, solid operation, warm climate. No television. Best "straight copy". Request samples. Box 471F, BROADCASTING.

Production director, Bartell experience. If you can find a better one—hire him! Box 497F, BROADCASTING.

Producer-director—creative, capable, stable. M.S. degree tv production. 5 years commercial production, experience in numerous program types-musicals, news, variety, quiz, public affairs. Employed in large three station market. Desire relocation. Directing bulk live programming for present employer. Married. Box 503F, BROADCASTING.

Producer-director, 26, single, wants to relocate, large market. Wide directing experience. Former photographer, announcer, news director, production manager, coordinator. First phone. More than a button pusher. Knows film too. Prefer directing and/or producing for station active in live programming; or agency doing film or live production. Available immediately for interview. Box 512F, BROADCASTING.

Slender, passive, young writer will sell creativity for air-conditioned office, stimulating work and quiet companions. Box 556F, BROADCASTING.

Versatile young man experienced in publicity, promotion, merchandising, copy, production, news reporting and writing. Can sell time and announce. Box 557F, BROADCASTING.

TELEVISION

Help Wanted

Sales

Sales director interested in purchasing interest in new southeastern television station. Excellent opportunity. Box 436F, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Sales

Dominant CBS station in southeastern market of over 500,000 homes has rare opening for experienced local-area salesman. Our retail-area sales are an important part of our business. Good base, plus attractive commission plan permits you to build your income. Present account list will be turned over by current salesman who is being promoted to local sales manager. Want family man with desire to work and make money. If your record will stand thorough investigation please write, sending complete details including sales record and picture first letter. Box 445F, BROADCASTING.

Announcers

Leading southwest tv station needs announcer-director. Send full details, tapes, SOF, pictures. Box 491F, BROADCASTING.

Technical

Engineers for studio, transmitter or remote unit. Full power, well equipped educational vhf mid-south. Box 358F, BROADCASTING.

Educational vhf in Florida needs several technicians immediately. Starting salary $90.00 a week. Submit complete details including photograph and references in first letter. Box 477F, BROADCASTING.

TV transmitter engineer for full power vhf, south. Inexperienced men considered. Box 563F, BROADCASTING.

Two good first class engineers who can do maintenance have a year or two experience in tv. Want to improve themselves. Should be familiar with control room techniques. Good salary for good men. If you are good, then send resume to Chief Engineer, KCKT-KGLD, Great Bend, Kansas.

Production-Programming, Others

Excellent opportunity for news director radio and tv, seven-man department, equipped with Western Union weather, news wires, mobile unit, portable recorders and beeper. Photo department for still and film pics. Send tape, photo, examples of work and salary requirements plus complete background. Box 401F, BROADCASTING.

Midwest network affiliate in major market needs aggressive program director, who can hypo operations and raise ratings. Send full information and picture first letter. This is a real opportunity for the man who wants to work and can produce results. Reply Box 500F, BROADCASTING.

Experienced woman television copywriter needed by WFMY-TV, CBS Channel 2 affiliate in Greensboro, N. C., immdiately. Excellent working conditions—5-day week—two-person department. Send complete resume, samples of copy, salary requirements, photograph to Miss Pace, WFMY-TV. We are only interested in person who wants permanent employment.

TELEVISION

Situations Wanted

Management

12 years, announcing, programming, sales, now ready to manage. Reliable family man with excellent sales background. Young executive type. Presently employed major eastern market, tv sales. Box 490F, BROADCASTING.

Sales

Successful and employed sales executive of one of the top stations in the country desires manager/sales manager position with smaller vhf network affiliate. Must have charge both national and local sales. Excellent ten year television background. References from best known men in television. Box 443F, BROADCASTING.

Do you need a sales manager that can show your present organization how to get the job done and increase billings? 12 years experience. Present time employed in management status. Write Box 566F, BROADCASTING.

Technical

First phone, 18 months experience all phases studio and remote operations some maintenance. Available September 15. Box 464F, BROADCASTING.

TV engineer three years experience. All phases studio operation, prefer west. Box 467F, BROADCASTING.

Presently employed am-fm chief engineer, desires position in tv. 5 years broadcast experience, draft exempt, college background, willing to travel. Box 502F, BROADCASTING.

RADIO STATIONS FOR SALE

NORTHWEST

Full time exclusive. Good market. **$10,000 down.**

Competitive. 1KW. Full time. Growing area. Gross $90,000. **$25,000 down.**

Exclusive. Daytime Kilowatt. **$20,-000 down.**

—Ours is a Personal Service—

SOUTH

Excellent station in competitive market. **Asking $65,000 with 29% down.**

Exclusive daytimer. Buy stock. **$85,-000 with 29% down.** Ideal town.

—Ours is a Personal Service—

MIDWEST

Gross $85,000. Competitive market. **Full time $50,000 down.**

SOUTHWEST

Daytimer. Competitive market. **Asking $80,000 with half down.**

Top facility in tremendous market. **$100,000 down.** Full time. Well staffed.

—Ours is a Personal Service—

WEST

Ideal station in competitive market. Full time. Gross $110,000. Good terms to right buyer. **Will take around $30,000 down.**

We have a list of excellent properties and would be glad to send them on to qualified buyers.

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

TELEVISION

Situations Wanted—(Cont'd)

Technical

First class ticket, vet, tech school graduate, with closed circuit experience. Available immediately, free to relocate. Resume upon request. Robert J. DeChiara, 37 Sound View Street, Port Chester, New York.

First phone, vet., graduate of tv workshop studio course. Willing to relocate, complete resume on request. Martin Morris, 771 West End Ave., New York, New York.

Production-Programming, Others

Traffic-continuity director wishes to relocate in the west. Experienced copywriting, preparation daily logs and all phases traffic-continuity. Presently employed, college, best references. Box 257F, BROADCASTING.

Broadcast research promotion director. Headed research departments of RKO Television and ABC Film Syndication. At RKO developed program, market, audience, station and advertiser research plus promotion and some advertising. Deep in Nielsen, Pulse, ARB, etc. Self-starter with a zest for rewarding hard work. Age 28. Excellent references. Contact Box 441F, BROADCASTING or call Bob Galen, New York City, Judson 6-5050.

Producer-director — presently employed desires more exposure and experience. Four years with present station which includes all phases of tv production including switching. Familiar with remote programming. References including present employer. Box 455F, BROADCASTING.

News director, radio station, wants to return to tv. 8 years experience radio-tv reporter, writer, film editor, newscaster. B.S., M.S. degrees in journalism. Box 507F, BROADCASTING.

Radio-tv. News editor writes good copy plus powerful air delivery—manages 6 man newsroom. Wants top spot or good paying position with air work. Box 548F, BROADCASTING.

Have attache case—will travel, relocate. 8 years tv experience, production, engineering, sales, 1st phone. Married, sober, reliable. Box 550F, BROADCASTING.

Controller—Thoroughly experienced, ten years, in all phases of radio and television operation. Available immediately. Box 565F, BROADCASTING.

FOR SALE

Stations

South, progressive metropolitan market, $225,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Have many buyers, and syndicates. 2½% commission if you list exclusive with us. Lee Hollingsworth, Lic. Bkr., 514 Hempstead Ave., W. Hempstead, N. Y.

Nevada major market one-kilowatt $40,600 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

New York area station, $200,000; small and medium markets (3), $115,000 to $275,000, some with terms. Chapman Company, 1270 Avenue of Americas, New York.

Northwest small market station, $90,000, 29% down. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Mid-states resort area, medium market, $45,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Oregon full-timer $110,000, attractive terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

1 RCA-fm transmitter BTF 3B 3 kw with additional equipment to change to 5 kw. Like new. $5000. Also frequency and modulation monitor. Write Box 469F, BROADCASTING.

Stainless G-36 N.I. tower, second hand. Box 526F, BROADCASTING.

Building a new station or remodeling? ? ? Horseshoe desk for control room, like new but not wired. Made to specifications of Gates. See picture in Gates catalog. Turntable holes, 19 inches square . . . Gates C-100's have been used, $120.00 F.O.B. Denver. Can be shipped by truck. Box 564F, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

1 kw Gates BC-1J transmitter, like new. KOKY, Box 1956, Little Rock, Arkansas.

Western Electric 23 C console in good operating condition. Has two spare GE turntable pre-amps for GE type cartridges. First check for $500 delivers unit and original instruction book to your control room. WACE, Chicopee, Mass.

5 kw Western Electric am transmitter, model 5c modernized. Old but clean and dependable. Make offer. George P. Rankin, WMAZ, Macon, Georgia.

1—3 kw Federal (fm) transmitter in A-1 condition, tubes-complete set with new finals and FCC spares, two Bay Andrews antenna, 50′ of 3⅛″ co-ax. Real buy $3,800.00. Write William Emert, WPHB, Philipsburg, Penna.

RCA equipment: five lightweight tone arms; twelve lightweight pickup heads; two pickup equalizers; two BA12A and two BA1A preamplifiers. Good condition. Box 1402, Wichita, Kansas.

Magnecord tape equipment: Complete. Automatic. Like new. Two standard 66″ racks, housing two—814 Magnecord Transport Decks, twenty 2-channel selector switches, twenty-two 127C isolation coils, and one monitor meter. Ideal for automatic broadcast programming or background music service. A real bargain at $1500.00 F.O.B. Write Business Music Corp., 815 Three Sisters Building, Memphis, Tennessee.

TV stations attention: I have a barn set of scenery. Back drop is barn loft with open door, two legs with front leg in red. Material is fireproof muslin in perfect shape, no tears or rips. Hangs in beautiful, and takes light excellent. Has been used in largest theatres, Orpheum, Omaha; Oriental, Chicago, etc. Can be folded for small stage. I have pictures of it hung in theatres. Will send upon request. Would cost you $1250.00 to $1500.00 new. I'll take $600 cash. Can be folded and stored in 2 Seamen bags. Can be shipped by truck. Write or phone Tiny Hill, P.O. Box 307, Brighton, Colorado. Phone 1264, Brighton.

Weather warning receivers for Conelrad and Disaster Weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

1 kilowatt uhf transmitter convertable to any channel. Any reasonable offer considered. Contact R. L. Stocklos, 10245 Imperial Drive, St. Louis 21, Missouri.

500 ft. self supporting Ideco lighted tower with 75 ft. 8 bay Federal squair loop fm antenna 1250 ft. three and one-eighth in. 51½ ohm. Transmission line like new will sell cheap all or part. J. D. Williams, Box 3213, San Antonio 11, Texas. WA 2-5661.

WANTED TO BUY

Stations

Want to buy small station in Houston area. Your reply confidential. Box 207F, BROADCASTING.

Station wanted, fast action assumed. Replies strictly confidential as you are dealing with principal. Write Box 462F, BROADCASTING.

Qualified buyer wants medium market radio station, preferably in Ohio. Replies confidential. Box 511F, BROADCASTING.

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principals or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

Equipment

RCA-TV transmitter T.T.5A. Box 428F, BROADCASTING.

1 used 100 watt tv transmitter for Channel 8. 1 lent turret for Dumont camera mod. TARY-E. 1 sync. gen. Dumont TARY-E or any other model. 1 Dumont transmitter control and monitor. 1 tv antenna for Channel 8. 1 complete film chain. 1 1000 watt fm transmitter. 1 5000 watt am transmitter. 2 used 50 watt transmitters for 174—208 mc. Box 492F, BROADCASTING.

Four or six bay fm antenna. Prefer Collins. Must be tuneable 92 megacycles. Box 508F, BROADCASTING.

2—WE consoles—model 23, state price and condition. Box 536F, BROADCASTING.

WANTED TO BUY

Equipment

Wanted, RCA MI-19193-L/H 25 kw vhf load and wattmeter, also two camera friction heads and one field tripod suitable for use with Raytheon KTR-100 microwave system. Contact CE, WIS-TV, 1111 Bull St., Columbia, S. C.

Two used 240 foot radio towers complete with lighting equipment. State condition and price in reply. Contact Radio Station WJAZ, P.O. Box 611, Albany, Georgia.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. 1029-30 Equitable Building Hollywood and Vine. Printers of personalized Bingo game sheets for radio and television programs. We also print in colors, a patented and copyrighted Bingo game called Kardo in 3000 game sheet series, which has playing card symbols instead of just numbers, permitting not only the playing of Bingo, but any Poker card hands etc., the announcer may call for. Prices are $3.00 per 1000 game sheets imprinted with your art copy. Terms one-third with order on your letterhead, balance on delivery of three weeks. Shipped F.O.B. Hollywood. (Game sheets have I.B.M. control systems). Write P. O. Box 1871, Hollywood 28, Calif. Tel. Hollywood 4-0141.

RADIO

Situations Wanted

BIG JON & SPARKIE

Now in 10th year as best in radio for children.

Details and Audition

JON ARTHUR

1179 Colgate Drive, Pitcairn, Pa.

Production-Programming, Others

PROMOTION MAN AVAILABLE

Experienced, capable, family man, college graduate, 35. Now in Southeast; go anywhere for $9,500.

Box 473F, BROADCASTING

TELEVISION

Help Wanted

Production-Programming, Others

WANTED

CREATIVE—EXPERIENCED LOCAL TV PROGRAM EXECUTIVE

Golden opportunity in major Eastern market awaits man who knows every phase of local TV station operation, and has assistant and/or program manager experience—thoroughly schooled in live studio production. Must have a thorough knowledge of the major feature and syndicated TV film libraries—work well with people. The position: Assistant Program Manager—Salary: open.

Box 555F, BROADCASTING.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

1. One KTR 1000 Raytheon microwave complete with 2 (two) 4' dishes and mounting tripods for dishes also interconnecting cables.
2. Two Nems-Clark TV rebroadcast receivers channel 5 and channel 11 front end. Both receivers in excellent condition.
3. One 3500 watt windcharger power plant 115 VAC, 60 cycles, converted to run on LP gas or gasoline. Complete with change-over panel for standby operation.
4. One Stabilizing Amplifier type TV-16-B model 4TV 16B1 G.E.
5. One low voltage regulated power supply type TP-13-C Model 4TP13C1 G.E.
6. One G.E. synclock
   One DuMont wave form monitor 5" screen.
   One DuMont 17" Picture Monitor.
7. One enlarger 4x5 Omega-D-2 with 2 lens f 4.5—2", f 4.5—135mm.

   One 4x5 speed graphic condition fair.
   One Auricon sound camera converted for 400' reels, complete with Tripod Amplifier, Microphone and case
   One 35mm filmstrip contract printer like new
   One Bridgematic film processor
   One print dryer (electric)

Box 537F, BROADCASTING

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

INSTRUCTION

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Sept. 29. Send for folder and list of positions available.
Call DEcatur 2-5580

Personnel Services

BROADCASTING OPPORTUNITIES
Announcers with minimum three years recent experience, and audition tapes (7½ IPS) to demonstrate style, can be relocated to good markets. Send detailed letters with tapes. Include return postage.

HENRY SCHAPPER AGENCY
Personnel for the Communication Arts
15 East 40th Street, New York 16, N. Y.
Murray Hill 3-8626
PAUL BARON
Director for Radio-TV-Film, Advertising

FOR THE RECORD *Continues from page 102*

trans.-daytime and as alternate main trans.-nighttime.

KLVC Leadville, Colo.—Granted authority to operate from 8 a.m. to 6 p.m. for indefinite period because of severe economic conditions.

Following stations were granted extensions of completion dates as shown: WDVL Vineland, N. J., to 9-30; WSCM Panama City Beach, Fla., to 8-29; WAPE Jacksonville, Fla., to 10-27, and WELO Tupelo, Miss., to 10-17.

Actions of August 6

WNDU-TV South Bend, Ind.—Granted license for tv station; ERP vis. 234 kw, aur. 117 kw.

WKYT Lexington, Ky.—Granted license for tv station.

WGBH-TV Boston, Mass.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw; change in trans., installation power amplifier and other equipment changes.

WKAI Macomb, Ill.—Granted cp to install new type trans.

WRLD-FM Lanett, Ala.—Granted extension of authority to remain silent for period ending Sept. 9; reason—repairs.

Actions of August 5

WBAL-TV Baltimore, Md.—Granted cp to change aux. trans. location (site authorized for main trans. and ant.) and installation of aux. ant. system at same location.

KMMJ Grand Island, Neb.—Granted cp to install new trans. as aux. trans. at present location of main trans.

WABY Albany, N. Y.—Granted cp to replace expired cp which authorized installation presently licensed main trans. as aux. trans. at present main trans. site.

WIAN Indianapolis, Ind.—Granted cp to increase ERP to 890 w, decrease ant. height to 45 ft. and installation new type ant.

WBAL-TV Baltimore, Md.—Granted mod. of cp to change type ant. and other equipment.

WAAN Marlborough, Mass.—Granted mod. of cp to change name of County Bcstg. Co.

WIRK West Palm Beach, Fla.—Remote control permitted, while using nondirectional ant.

Following stations were granted extensions of completion dates as shown: KMOX-TV St. Louis, Mo. (main trans. and ant.), to 1-25-59; KDPS-TV Des Moines, Iowa, to 2-12-59; WNEP-TV Scranton, Pa., to 11-27; WNBC (TV) New Britain, Conn., to 2-12-59; KOKY Little Rock, Ark., to 9-15.

Actions of August 4

WLS Chicago, Ill.—Granted acquisition of negative control by American Bcstg.-Paramount Theatres Inc. through purchase of stock from The Prairie Farmer Publishing Co.

WREM Remsen, N. Y.—Granted license for am station.

KSRC Socorro, N. M.—Granted license for am station.

WMTW-FM Mt. Washington, N. H.—Granted license for fm station.

WOPA-FM Oak Park, Ill.—Granted license to change ERP to 3.55 kw, change type trans. and ant. and make changes in ant. system.

WBZ-FM Boston, Mass.—Granted license covering installation new trans. (specify type).

WSPT Stevens Point, Wis.—Granted license covering increase in power from 250 w to 1 kw and installation new trans. (specify type).

WEBY Milton, Fla.—Granted license covering increase in power, installation new trans. and specify type trans.

KO2XFN Spokane, Wash.—Granted cp for new experimental mobile tv translator station; conditions.

WTBF Troy, Ala.—Granted cp to install old main trans. as aux. trans. at present main trans. site, using directional ant. system DA-2.

WBOC-TV Salisbury, Md.—Granted mod. of cp to change ERP to vis. 15.5 kw, aur. 8.32 kw; specify trans. location (changing description only); type of trans. and other equipment changes.

WJZ-TV Baltimore, Md.—Granted mod. of cp to change type ant.; change ant. height to 730 ft. and extend completion date to 2-4-59.

Following stations were granted extensions of completion dates as shown: WMAR-TV Baltimore, Md. (main trans. and ant.), to 2-5-59; WBAL-TV Baltimore, Md. (main trans. and ant.), to 2-1-59, and WSB-FM Atlanta, Ga., to 9-7.

Action of August 1

WMID Atlantic City, N. J.—Granted change of remote control authority.

Action of July 31

KSLV Monte Vista, Colo.—Granted acquisition of positive control by **George O. Cory** through transfer of stock from **Kenneth J. Stone.**

Action of July 29

WFNS-AM-FM Burlington, N. C.—Granted acquisition of positive control by **Lawrence E. Neese** through purchase of stock from **R. Homer Andrews.**

Action of July 28

KRGV-AM-TV Weslaco, Tex.—Granted assignment of licenses to **The LBJ Co.**

"Just another fad! It'll never last . . ."

IT PAYS TO KNOW THE ANSWERS

Like these gentlemen of 35 years ago, you can *still* miss the boat in TV and radio advertising if your plans are made upon incomplete or incorrect facts. Top executives in this multi-million dollar business avoid costly guesses by relying every week on BROADCASTING's complete coverage of everything new in broadcast advertising. Make it *your* crystal ball, too. An introductory subscription costs only $3.50 for 26 fact-filled weeks. How can you lose? Or why should you?

BROADCASTING
1735 DeSales Street, N. W., Washington 6, D. C.

This is the kind of hold our station has on people

There are two sides to figures—"how many?" and "how much?" Their relationship depends on viewer loyalty.

Well, what is loyalty—the impulse, for example, that keeps sets tuned to Channel 7 in the 747,640 TV homes of 41 flourishing counties in 3 states? *Its cause* is allegiance to the station image projected by our thoughtful programming—by our many, valued service features—by little things of big import, like no triple-spot aggravations. *Its evidence* lies in our steady predominance in mail counts, ratings and constant communication. Here, that loyalty *can* transfer itself to you.

So sponsors find that in the WHIO-TV marketplace "how much?" is just about "how many?" . . . George P. Hollingbery can tell you more from another set of realistic figures—our rate card.

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

from **JOHN W. MURPHY,** *head of commercial production, Kenyon & Eckhardt, New York*

Harness writers, producers together to turn out front-running commercials

I'd like to imagine an episode that might have happened in your agency this morning. (I hope it didn't, but it might have.)

Scene: Second floor projection room.

Cast: *O'Reilly,* tv commercial producer back from 10 days shooting on the coast. Has four one-minute commercials in the can, all written by

Hennessy, tv copywriter, who has spent the last 10 days writing the next four commercials O'Reilly will shoot after the current package is cleared by

McNamara, an account supervisor and his four assistants all named Pat. (The fact that I'm called Murphy and all these characters have Irish names is purely coincidental.)

Action: Four minutes of sound and picture bounce across the screen. The lights go on and McNamara says: "The client will love 'em! Hennessy, you and O'Reilly are to be congratulated—you're the best damned writer-producer team in the business!" All the Pats concur.

So McNamara is very happy. All the Pats are very happy. In all probability, the client will be very happy. Strange, that the only unhappy people left in the room are the fabulously successful team of writer Hennessy and producer O'Reilly.

And though they may not realize it, they're not happy because they're not really a team.

At the screening, writer Hennessy saw several pieces of business that were played somewhat differently from the way he had written them. Not that producer O'Reilly's interpretation was bad. In every way the commercials rated the raves given them by the account group. In fact, they were *almost* great. But it's the "almost" that's eating Hennessy now. And he knows it wouldn't exist if he and O'Reilly had worked more closely together.

Producer O'Reilly, too, has cause for anxiety. But of a different kind. Out on location, he had a few ideas of his own. Ideas that might have substantially improved the commercial concept. If only Hennessy had been around and they could have talked them out. The commercials would have been great—instead of "almost great."

The moral of this little epic is quite simple: Where outstanding commercials are your goal, no arbitrary line of responsibility can be drawn between the writing and production function. It doesn't, for instance, shift to the producer the moment he receives client-approved scripts from the writer's hot hands. These two highly skilled creative birds—the writer and the producer—must take off simultaneously and land the same way. They've got to start a job together and finish it together—the way good teams have always done, from Hubbell and Mancuso to Rodgers and Hammerstein.

Now, don't misunderstand me. I must warn you that a writer-producer marriage isn't all white cottage and rosebuds. It requires a high degree of maturity from both people involved. There's no captain on this two-man canoe. It's a straight-split, down-the-middle, 50-50 deal. There has to be give and take. There are sure to be arguments. Maybe even a few hot ones. But if an occasional flare of temper breeds a continual flair of creativity—it's well worth the strain in my book.

The writer-producer team also requires enlightened agency management. The work-flow may course more slowly, because it will be done more thoughtfully. It may be that the account man will have to bargain for extra time, parry a few tight deadlines. But the extra time will be well spent. It will pay in exciting commercials, as salesworthy as they are artistically sound.

Furthermore, and this is important: the commercials will be done within the existing budget. The best writers I work with can dream up a cast-of-thousands spectacular on a moment's notice. They do it every time, and I don't blame them. It's a lot more fun to think big. But once I whisper the cold, hard budget numbers into the ears of these Selznicks, they turn handsprings to put a fresh twist to the man-in-front-of-traveler-holding-product. And they do it with just as much zest. That's why they're good writers.

By the way, I should point out that there are working exceptions to my team philosophy. I know of one or two Orson Welles types who combine the writer-producer function for smaller agencies and do both jobs brilliantly. But they are few and far between. And frankly, over the long pull I'll still bet on two creative heads versus one on any given problem.

Here at Kenyon & Eckhardt we believe in the writer-producer team. We started making commercials way back when the boom mike was a faint penny whistle amidst the sound and fury of Madison Avenue. As the years passed, we found ourselves flying New York writers to West Coast locations for filming expeditions. We discovered that the more writers learned about bringing a commercial to life before the camera, the fresher their commercials became. We discovered, too, that as our producers became more keenly aware of copy aims, their visual thinking grew sharper and more inventive. I can assure you our writer-producer teams will continue to work side by side on the upcoming challenge of videotape.

Try it some time. Get your producers and writers together. Have them shake hands and come out fighting. And don't be at all surprised if you wind up after the final bell with a few award-winning and sales-winning commercials.

John William Murphy, b. Jan. 31, 1918, Staten Island, N. Y., entered entertainment field in 1936 as band leader; served five years in Army as warrant officer, decorated Bronze Star, E.T.O. Worked at Universal Pictures in estimating, budgets and production; returned to New York 1950 as production manager, United World Films; joined Biow Agency, 1952; moved to Kenyon & Eckhardt in 1955; likes golf and jazz music.

RAB Rouser

THE breakthrough engineered by the Radio Advertising Bureau in bringing to light details on the users and uses of spot radio [LEAD STORY, Aug. 11] should funnel new money into this sprawling, largely uncharted but obviously effective medium.

In the past, virtually the only things known for sure about spot radio were that it is big and getting bigger—and that it does a job for advertisers.

The information which RAB so laboriously compiled to show who spot radio's clients are, what they're buying and the size of their campaigns represents more than a whole new set of statistics. It is a powerful tool for radio salesmen and an equally valuable competitive buying guide for radio users. As RAB President Kevin Sweeney said, "The urge to counter the opposition has meant more business over the years than many a more discussed factor."

The importance of the spot figures should not be allowed to overshadow the value of the network data which RAB also pulled together, although network is a more cohesive unit than spot and much of the network data has been available before in one form or another. Nor should the magnitude of the overall medium—spot and network together—get lost amid the details of spot and network individually. More than 1,300 different brands buying two million announcements and 90,000 programs in a three-month span: What better testimonial to the reach and sweep of the entire radio medium, whether network, spot or local? Dissatisfied customers don't run up that sort of score.

Let Congress Do It

THE death of the Potter Resolution at this session of Congress contributes nothing to solution of the dilemma over frequency allocations and the imminent danger both to existing television and fm allocations through threatened government (military) invasion of their domain.

The Potter Bill was killed because broadcasters felt, in their battle for self-preservation, that they had no alternative. The White House-OCDM amendments entailed too great a risk in the waning days of the session. More had to be known about the reason for the shift in emphasis from military to broadcast use of the spectrum.

If there had been time prior to the rush for adjournment, the Potter measure might have been re-amended to satisfy all sides. But even the Congressional leadership itself got delayed misgivings after it discovered that the proposed five-man commission would probably be dominated by the executive branch, whereas the licensing responsibility belongs to Congress.

The need for a full-scale spectrum analysis is urgent. It has existed for decades—before tv or fm became factors and before the widespread industrial demands for frequencies. The President assigns space to the government, without regard to or action by the FCC. And the FCC assigns what's left to non-government users. This is an untenable situation perhaps without parallel in any other regulatory field. There is need for unified control of the spectrum. That can come about only through well-reasoned legislation.

The original Potter intent was to have the high-level commission his resolution would create undertake an analysis of government use of the spectrum. To be proved or disproved are persistent charges that the military is not effectively using the substantial space allotted to it.

Are frequencies being kept in the deep freeze against the day they might be needed? If so, couldn't they be used commercially except for certain tests or exercises? Do new combat techniques require the preemption of additional vhf space, including that occupied by lower band tv and by fm? Is it essential to cloak in secrecy all military allocations, even to the extent of barring the information officials having top security clearance?

In a national emergency no one can challenge the right of the military to preempt any resource needed in the defense of the nation. Today, despite tensions, no such emergency exists.

But the allocations problem cannot be swept under the rug. Broadcasters should not have to live in dire fear of military usurpation of their assignments. Maximum utilization, in the interests of conservation and efficiency, must be made of the spectrum. Some 58% of existing vhf tv assignments are on chs. 2-6. One network has 41% of its affiliations in this band. All of the 550 fm assignments are in the vhf area upon which the military is said to have designs. The FCC's hands are tied as long as there's divided authority, with the military refusing to show its hand.

Drawn for BROADCASTING by Sid Hix

"That's what I like about a live show—the unpredictability, the excitement of seeing it happen."

Congress, in the first and last instance, is the arbiter. It has the licensing authority which it delegates to the FCC—except for government use. It wrote the law dividing the authority more than 30 years ago. Then only the long and medium waves were usable—an infinitesimal portion of the existing usable spectrum.

Congress must consider the problem anew at the next session. It must know exactly where it is going. Congress has established joint committees to handle important problems; atomic energy and defense production are recent examples. Why not a joint committee on spectrum utilization and allocations? It would be bi-partisan. It could have an expert staff to evaluate uses now being made, appraise new techniques and determine whether in fact vast expansion of service would not be possible.

The spectrum is one of the nation's great natural resources. It cannot be used to maximum efficiency for the benefit of all the people if a substantial part of it is concealed in military security. The responsibility, both as to military and non-military use, belongs to Congress. We believe the logical answer, in the national public interest, is in the activation of a Joint Committee on Spectrum Utilization and Allocations at the next session of Congress.

The Not So Free Ride

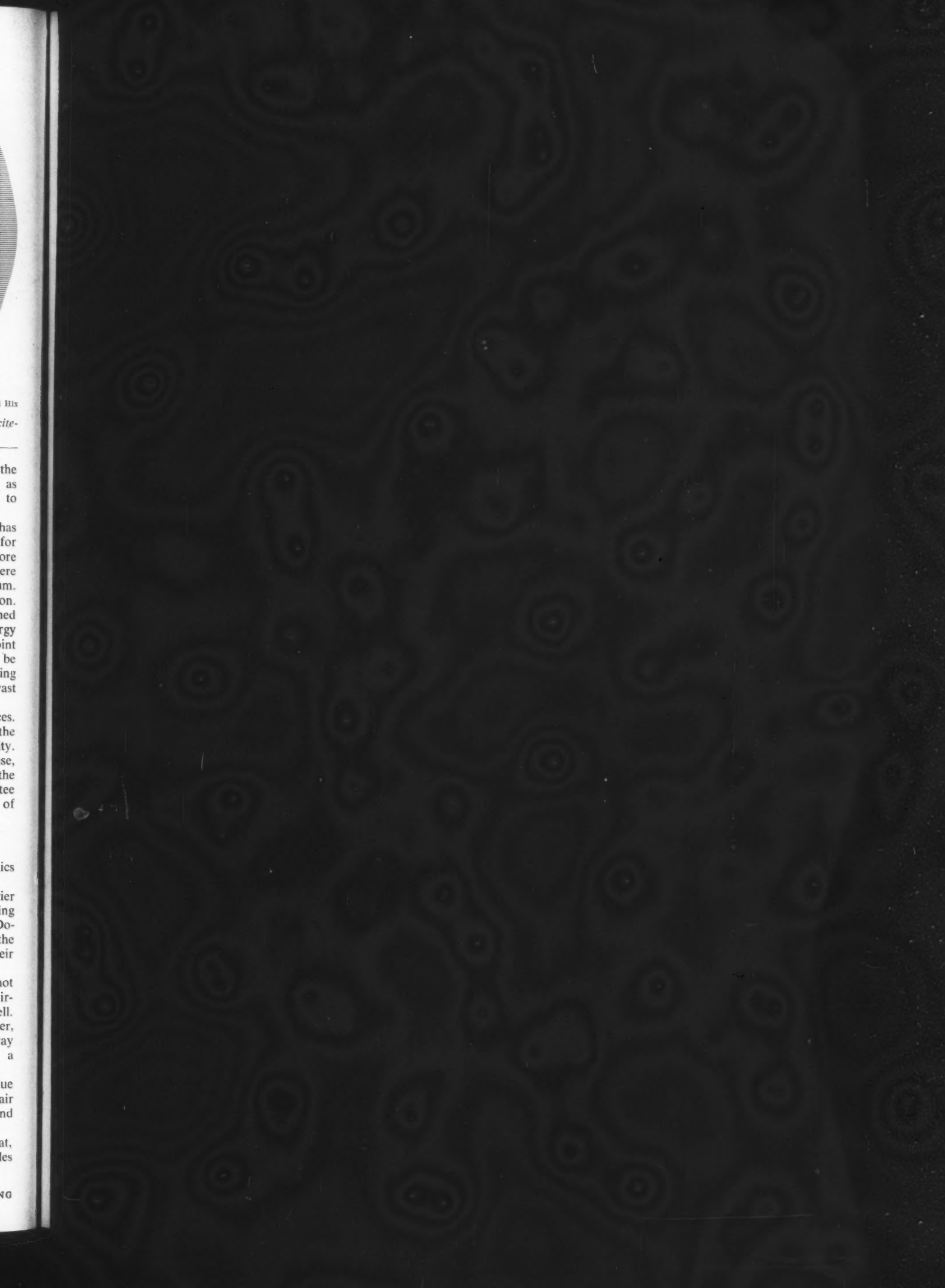
AIRLINE due bills are in for an airing by the Civil Aeronautics Board. And properly so, we believe.

The first complaint instituted by CAB is against a foreign carrier —KLM—which has exchanged air transportation for "advertising and publicity" involving transportation for contest winners. Domestically, however, the practice is widespread, with most of the major carriers getting air credits and, on tv, a shot of their supership in flight at the tag-end of the program.

Heretofore, our notion was that these due bill deals were not illegal or even unethical; that they were simply bad business. Airlines have transportation to sell and the networks have time to sell. Both have going rates. These should be adhered to. Moreover, when a network gives air credit to an airline, it is giving away the affiliated stations' substance—time that could be sold on a spot basis.

Now the CAB compliance staff contends that such barter-due bill deals run counter to CAB regulations which require all air travel to be paid at established tariffs, except for limited and specified exemptions.

The legal issue ultimately will be resolved. Irrespective of that, however, there is involved a variation of that time-honored sales tenet that you can't sell it if you swap it or give it away.



. . . number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- *over 200,000 more TV homes covered than its nearest competitor*
- *lowest cost-per-thousand, by far*
- *highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening*

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit $3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

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